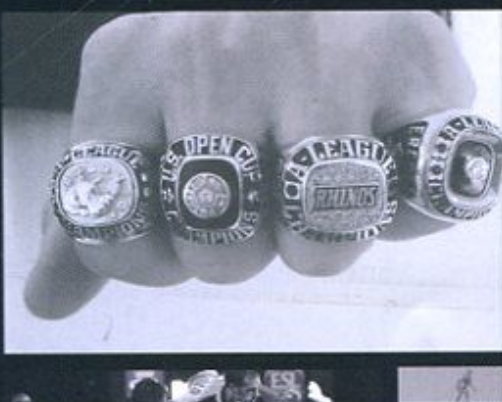
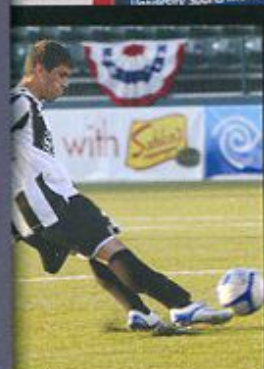




Tradition *meets* **TODAY**



★ 1998

★ 1999

★ 2000

★ 2001

Reach Your Goooooooooooooals.

*Canandaigua National Bank & Trust
is proud to support the home team.*

Providing education and advice for 125 years

Member FDIC

CNBank.com

investing
in you



Canandaigua
National
Bank & Trust

1887

125TH Anniversary

2012

Tradition *meets* Today!



On July 10, 1996 an A-League expansion team, the Rochester Rhinos, lost to the Impact 3:0 in Montreal to fall to 2-8 after their first ten professional matches. Rhinos head coach Pat Ercoli had just acquired a young South African midfielder named Lenin Steenkamp in a trade with Montreal a few weeks earlier. A young striker named Doug Miller had scored just two goals in his first ten matches for the Rhinos. It was in this environment that the Rhinos returned home to Rochester for a rematch with the Montreal Impact on July 12, 1996. While many fans might not remember the inauspicious start that the Rochester Rhinos had under Ercoli in 1996, no Rochester sports fan will ever forget what happened next. In fact, it is a tradition of excellence that cast a shadow over the franchise for a decade.

The Rochester Rhinos played their first game in Frontier Field, downtown Rochester's long anticipated and recently completed outdoor sports stadium, on July 12th, 1996. The 14,717 people in attendance, along with the thousands who watched the game live on a national cable television broadcast, might have come to the game just to attend the inaugural event at the new stadium, but they left as Rhinos fans after Doug Miller's second half hat trick brought the Rhinos back to defeat the Impact 3:2 in one of the best games ever played at Frontier Field. The Rhinos became the hottest ticket in town and put over 10,000 fans in the seats for six of the last nine regular season home games. Ercoli used the brand new momentum his team had found to lead Rochester to the A-League Final and the U.S. Open Cup Final.

1996 was the launching pad for a six-year stretch of dominance that hasn't been matched since in American soccer. In 1997, Miller was back with the Rhinos and had the best season of any goal scorer in USL history. Miller scored 23 goals in 25 matches to win the A-League scoring title and A-League MVP award. The following season, Ercoli completed the Rhinos golden generation of talent when he brought in goalkeeper Pat Onstad, defenders Craig Demmin and Scott Schweitzer, midfielder Yari Allnutt, and striker Darren Tilley to join Miller and Steenkamp. The result was the best team to ever play in the USL, a 24-4 juggernaut that rolled to the A-League Title behind a Darren Tilley hat trick in the final in front of 13,772 fans at Frontier Field. The following season Ercoli and the Rhinos became the only minor league club to win the U.S. Open Cup in the MLS era.

The Rhinos captured two more A-League titles in 2000 and 2001. The Rhinos went to five A-League Finals and two U.S. Open Cup Finals from 1996 to 2004. The Rhinos golden generation won three A-League Titles (1998, 2000, 2001) and one U.S. Open Cup (1999). The tradition and legacy that the Rhinos golden generation left behind is one that the club has struggled to deal with for the past decade. In 2012 the Rhinos are looking to move forward and build another golden generation as tradition meets today.

The development of the Rhinos new golden generation began in 2010 when Owner and Chief Executive Officer Rob Clark brought back Ercoli as the club's general manager, and hired USL Hall of Famer Bob Lilley to coach the team. Ercoli and Lilley built a team that won regular season championships in 2010 and 2011. The core of Lilley's last two regular season champions is returning for the 2012 season. Even though Lilley departed during the off-season after two years in charge of the club Rhinos captain Troy Roberts, center back Tyler Bellamy, right back Quavas Kirk, center midfielders Drew Cost and Michael Tanke, right winger JC Banks, front runners Andrew Hoxie and Isaac Kissi and Rhinos 2011 MVP Tyler Rosenlund will all be coming back to play for new Rhinos head coach Jesse Myers this year. (cont. on page 2)



Tradition *meets* Today!

(cont. from page 1)

"The biggest thing we had during my nine years here as a coach was continuity," Ercoli said. They flipped the roster after I left and Laurie (Calloway) came in. Three years later they flipped the roster when Darren (Tilley) came back, and two years ago we flipped the roster again when I came back. It's just too much turnover. We liked nine or ten core guys that we had here so we kept them. These guys are a quality foundation to build on for the future." Myers next task was to fill in the Rhinos roster with players that could fill needs, complement the existing talent that he already had on the roster, and push the Rhinos to the next level – success in the U.S. Open Cup and the playoffs.

"The Rhinos golden generation was a veteran team with confidence and swagger," Myers said. "When we played against them in Richmond they were a tough, physical, intimidating opponent. They possessed the true trait of a champion – getting results when they didn't necessarily play their best. I inherited a lot of talent here from Bobby (Lilley), but I wanted to go out and try to find veteran players with experience who could bring some of that mentality back to the Rhinos."

Myers brought in several veteran players with experience in the USL, MLS, and abroad. 29 year old, 6'5" German goalkeeper Kristian Nicht, a veteran of the Bundesliga, replaced Neal Kitson after Kitson transferred to Northampton Town during the January international window. During the January transfer window Myers turned to Scotland to bring in front runner Tom McManus, a veteran of the Scottish Premier League who played over 100 matches with Hibernians. Jack Traynor (Orlando City) and Michael Zaher (Charleston) were brought in to help anchor the Rhinos back four. 22 year old Danny Earls, already a four year veteran of American soccer, returns to help bolster the Rhinos attack.

The reality of the 2012 season might well be the realization that just winning a championship isn't going to be enough to bring back the 1990s. "Things are so much different now than they were in the late 1990's," said Myers. "The only thing we can do this year is to try to win a championship on the field and see how this generation's legacy continues to play out." The lasting legacy of the Rhinos golden generation is at 460 Oak Street – Sahlen's Stadium, Rochester's soccer specific stadium.

"As a result of that golden generation we have a soccer specific stadium that is without comparison in our league," Ercoli said. "We have three professional sports teams playing here and we have special events in the building for eight months a year. Our attendance numbers and sponsorship numbers are still among the best in the league. We have a standard of excellence on and off the field that we need to try to meet every season."

"Every Game was an adventure. It was so memorable, it was so much fun. We all looked forward to games with the fans." -**Craig Demmin**

"I have been very fortunate to play for an organization that makes an effort to keep its core players around. We have built something special in Rochester and to be around from the start is something that i am very proud of." -**Lenin Steenkamp**



We've Saved You A Seat!



SEASON TICKET PACKAGES

Guarantee your seat to all 15 USL PRO League matches at Sahlen's Stadium this summer.

| LOCATION | SEASON PRICE (15 matches) | WINDOW PRICE | SAVINGS |
|---|------------------------------|--------------|---------|
| Club | \$220 | \$20 | \$80 |
| Premium | \$195 | \$18 | \$75 |
| Sideline | \$140 | \$13 | \$50 |
| Gen. Admission | \$99 | \$10 | \$51 |
| Reserved End | \$99 | \$10 | \$51 |
| FAMILY PACKAGE 4 season tickets | \$299 | N/A | \$301 |

FLEX TICKET PACKAGES

Enjoy the savings of being a Rhinos season ticket holder and the flexibility of attending games with our Flex Ticket Packages. Simply redeem these vouchers at the Box Office at Sahlen's Stadium to secure your seat to the Rhinos regular season game of your choice!

| LOCATION | 15 TICKET PACK | 5 TICKET PACK |
|----------------|-------------------|------------------|
| Club | \$220 | \$85 |
| Premium | \$195 | \$85 |
| Sideline | \$140 | \$60 |
| Reserved End | \$99 | N/A |
| Gen. Admission | \$99 | N/A |

GROUP PACKAGES

| Location | Section | Reg. Price | Group (10-49 people) | Group (50-99) | Group (100+) |
|-------------------|-----------------------------|------------|-------------------------|------------------|-----------------|
| Club | 106-108, 125-127 | \$20 | \$15 | \$12 | \$10 |
| Premium | 104-105, 109-110 124-128 | \$18 | \$15 | \$12 | \$10 |
| Sideline | 101-103, 123 & 129 | \$13 | \$10 | \$8 | \$5 |
| General Admission | 111-113, 115-118 120-122 | \$10 | \$8 | \$7 | \$5 |
| Reserved End | 114, 119, 130-132 | \$10 | \$8 | \$7 | \$5 |

2012 Rochester Rhinos Staff

Administration

| | |
|-----------------------|-----------------------------|
| Rob Clark..... | Owner/CEO |
| Pat Ercoli..... | President and COO |
| David Cieslinski..... | Vice President |
| Zoe Gallagher..... | Team Operations Coordinator |
| Rosemary Guerra..... | Finance Manager |

Communications/Public Relations

| | |
|--------------------|---------------------------------|
| Greg Stanton..... | Director of Communications |
| John Catalano..... | Director of TV/Video Production |
| Joe Guiliano..... | Broadcaster |

Marketing/Sponsorship Sales

| | |
|---------------------|--|
| Jordan Steffan..... | Sponsorship Services and Account Manager |
|---------------------|--|

Ticket Sales

| | |
|-----------------------|--------------------------|
| Sean Maxwell..... | Senior Account Executive |
| Scott Hebert..... | Account Executive |
| Brandon Trombley..... | Account Executive |

Operations

| | |
|--------------------|---------------------------------|
| Carl Palmieri..... | Director of Facility Operations |
|--------------------|---------------------------------|

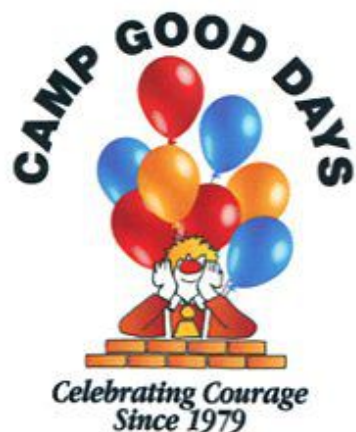
ONE MORE TIME

ST. JOHN FISHER COLLEGE VS. UNIVERSITY OF ROCHESTER



CAMP GOOD DAYS

COURAGE BOWL VIII



Saturday, September 15th, 2012
@ 7:00PM

Growney Stadium
St. John Fisher College
Rochester, NY

www.CampGoodDays.org

Rochester Rhinos

2012

Schedule



| Date | Time | Opponent | Promotions |
|--------------------|-------|---------------|--|
| Saturday, April 14 | 10:30 | @ Los Angeles | |
| Friday, April 20 | 10:30 | @ Los Angeles | |
| Saturday, April 28 | 7:30 | @ Dayton | |
| Saturday, May 5 | 7:05 | Charlotte | 2012 Magnet Schedule & Team photos |
| Friday, May 11 | 8:00 | @ Charlotte | |
| Saturday, May 12 | 7:30 | @ Charleston | |
| Friday, May 18 | 7:35 | Dayton | Thunderstick giveaway |
| Friday, May 25 | 6:00 | @ Harrisburg | |
| Saturday, May 26 | 7:30 | @ Dayton | |
| Saturday, June 2 | 7:05 | Richmond | Player Card giveaway-set #1 |
| Friday, June 8 | 7:35 | Wilmington | Bark at the Park (dogs welcome). Player Card giveaway-set #2 |
| Friday, June 15 | 6:00 | @ Harrisburg | |
| Sunday, June 17 | 3:00 | @ Pittsburgh | |
| Saturday, June 23 | 7:00 | @ Richmond | |
| Saturday, June 30 | 7:05 | Harrisburg | HOF Induction/Craig Demmin Bobble Head |
| Wednesday, July 4 | 7:55 | Antigua | Player Card giveaway-set #3 |
| Saturday, July 7 | 7:05 | Dayton | Health and Fitness Night! |
| Thursday, July 12 | 7:30 | @ Wilmington | |
| Saturday, July 14 | 7:30 | @ Orlando | |
| Saturday, July 21 | 7:05 | Pittsburgh | Christmas in July! |
| Friday, July 27 | 7:35 | Los Angeles | Doug Miller Bobble Head giveaway |
| Friday, Aug 3 | 7:35 | Orlando | Kid's Day! Umbro Soccer ball giveaway |
| Saturday, Aug 11 | 7:05 | Charleston | Pat Onstad Bobble Head giveaway |
| Saturday, Aug 18 | 7:05 | Pittsburgh | Fan Appreciation Night! |

Home Games In Green • All Times Listed EST • www.rhinossoccer.com

FRIDAY NIGHT FRENZY!

Each Friday night game will feature dollar drafts and dogs prior to the game!



STADIUM

Sahlen's Stadium Fan Guide

Alcoholic Beverages

Persons under 21 years of age are not permitted to purchase or consume alcoholic beverages. Sahlen's Stadium reserves the right to refuse service to anyone who is unable to produce an acceptable form of identification or who appears to be intoxicated. Sahlen's Stadium is dedicated to providing a safe and enjoyable experience for all of our guests. The sale, consumption, service and availability of alcohol may be restricted by the management of Sahlen's Stadium in its sole discretion and is subject to compliance with all applicable governmental statutes, ordinances and regulation. Within the Stadium, the sale of beer is limited to two per customer, per purchase. The sale of alcohol may be stopped by stadium concessionaire at any time during events, if you choose to drink, please do so responsibly.

Attire

All visitors to Sahlen's Stadium are required to wear shoes and shirts at all times. Some language, gestures and suggestive art on apparel may also be considered inappropriate. Sahlen's Stadium reserves the right to address these issues with all guests. Your cooperation is appreciated.

Banners

Banners may be brought into the stadium and are encouraged provided they are not offensive, in poor taste, or commercial in nature. Banners may be draped or hung from the rail on the lower bowl, as long as they do not obstruct the view of any guests, stadium signage or present any safety hazard. Sahlen's Stadium reserves the right to remove any banner which it deems offensive in nature.

Cameras/Video Equipment

Professional cameras or equipment are not allowed to be brought in to the venue unless user has the appropriate working media credential. Unauthorized filming, video or audio taping, photographs, records and all other depictions of Sahlen's Stadium and/or events are prohibited.

Concessions

Sahlen's Stadium offers thirty-two points of sale within five permanent stadium concession stands and also offers food and drink at various mobile concession kiosks. In addition, concessions will be available via vendors walking the stands. Hours of operation for concessions vary based on length and type of event.

Emergency Phone Calls

Please report all emergencies to the nearest Security Guard or Usher in the stadium.

Emergency Evacuation

In the event of an emergency situation where the stadium would need to be evacuated, instructions will be announced via the public address system and stadium staff will assist you in exiting the venue safely. If such circumstances arise, please remain calm, use common sense and follow instructions as they are announced.

Fan Behavior

Fans violating local, state or federal laws, behavior deemed objectionable by Sahlen's Stadium staff or any behavior that infringes upon other fans' ability to enjoy the game will be asked to cease such behavior and may be ejected or arrested.

Flags and Flag Pole Policy

Flags are permitted provided they are not commercial, offensive or in poor taste. Flags may not obstruct the view of any guests, stadium signage or present safety hazards. For safety reasons flag poles of any kind will not be permitted.

First Aid Station

Sahlen's Stadium offers a First Aid Station on the main concourse, conveniently located at the southeast corner of the venue between Gate C and D. If immediate first aid is needed, ask any Sahlen's Stadium employee for assistance.

Field Access Policy

Stadium guests are not permitted access to the playing field at any time. Anyone entering the field without proper credentials is subject to removal from the stadium and arrest.

Guests with Disabilities

The staff and management of the Rochester Rhinos welcome members of the disabled community to Sahlen's Stadium, a state-of-the-art sports and entertainment facility. We are constantly striving to improve our accessibility services at Sahlen's Stadium. Please feel free to contact the ADA Coordinator with any comments, questions and suggestions.

Guest Services

Sahlen's Stadium Guest Services desk is located on the South main concourse located behind section 132 across from Gate D. Guest Services will answer any of your questions and assist with any problems once you have arrived at the facility.



WNY FLASH 2012 SEASON SCHEDULE

| | | | | |
|-----|-----------|--------|---|--------------|
| SAT | 5/12/2012 | 7:00pm | V | FC INDIANA |
| SAT | 5/19/2012 | 7:00pm | V | NY FURY |
| SAT | 5/26/2012 | 6:00pm | @ | BOSTON |
| SUN | 6/3/2012 | TBD | @ | NY FURY |
| SAT | 6/9/2012 | 7:00pm | V | NE MUTINY |
| WED | 6/13/2012 | 7:00pm | V | CHICAGO |
| SAT | 6/16/2012 | TBD | @ | CHARGE MD |
| SUN | 6/17/2012 | TBD | @ | PHILLY FEVER |
| FRI | 6/22/2012 | 7:30pm | V | PHILLY FEVER |
| SUN | 6/24/2012 | 5:00pm | @ | NE MUTINY |
| SUN | 7/8/2012 | 4:00pm | V | CHARGE MD |
| THU | 7/12/2012 | TBD | @ | FC INDIANA |
| SAT | 7/14/2012 | 7:00pm | @ | CHICAGO |
| SUN | 7/22/2012 | 4:00pm | V | BOSTON |

TICKET INFORMATION

GENERAL SEATING:

101-105, 109-113

\$10 - Single Ticket

\$68 - 8 Pack of Tickets

\$120 - 16 Pack of Tickets

PREFERRED SEATING:

106, 107, 108

\$13 - Single Ticket

\$80 - 8 Pack of Tickets

\$152 - 16 Pack of Tickets



for more information call
585-454-KICK
www.ticketmaster.com



WWW.WNYFLASH.COM



FACEBOOK.COM/WNYFLASH



@WNYFLASH



Abbott's Frozen Custard

Abbott's Frozen Custard has stood for quality for over 75 years in Upstate New York, allowing people to treat themselves at multiple locations throughout the Rochester, Syracuse, and Finger Lakes region. Their success has come as a result of their driving principle to make the best frozen custard on earth. Visit their stand inside Gate D for a tasty treat!

Bill Gray's

Bill Gray's has been a Rochester hometown favorite since 1938. With 13 locations in the Rochester area, and two locations in Buffalo, this local chain strives at serving great food and fun for all ages and appetites. Not only coined as the home of the "World's Greatest Cheeseburger," Bill Grays has been voted Rochester's best burgers, hot dogs, fish fry's and restaurant for kids. Stop by and visit them behind the End Zone seating for stadium favorites, including: burgers, hots, Italian sausage, chicken tenders, fries, nachos, cold beverages and draft beer.

Candy Cotton Concessions AND Dippin' Dots

No stranger to the Rhinos fans, these favorites has been in house for years! Bring your sweet tooth to either of their stands for a bag of cotton candy or some Dippin' Dots, the "Ice cream of the Future" that will melt in your mouth! Or craving a salty snack? Try one of their freshly grilled pretzels! Three true treats for fans of all ages!

Cuppy's Coffee

Cuppy's Coffee is a fan favorite at Sahlen's Stadium! Cuppy's Coffee will be open for all events, serving up your favorite hot and cold specialty coffee drinks, flavored coffee, smoothies, hot dogs, popcorn, and more! Visit their stand located behind section 127.

Nancy's Fried Dough

You haven't had fried dough until you've had Nancy's! Nancy's mobile concessionaire has been serving the Rochester community for over 30 years, bringing the finest quality and ingredients in all of their products. But they are not just fried dough! Visit their new permanent stand behind Sections 123 and 124 for fried dough, funnel cakes, chicken fingers, pizza logs, fresh squeezed lemonade, and more!

Papa John's/Zebb's

Making a quality pizza using Better Ingredients has been the foundation of Papa John's for more than 25 years. Papa John's will be the "Official" pizza of Sahlen's Stadium and has 7 locations in the Rochester area. Papa John's is located behind section 109-110 in the stadium.

Red Osier

The Red Osier has grown into a popular sandwich brand, with sandwich shops located in 30 states, catering to the appetites of hundreds of thousands of customers each year giving fans a taste of their hometown. Serving Prime Roast Beef Sandwiches, hot dogs, pulled pork, nachos and cold beverages all season long behind Sections 104 and 105, or enjoy their catering options on the suite level as well.

Simply Crepes

At Simply Crêpes, their entrées are made fresh every moment, every day from quality ingredients. The Héroux Family is committed to providing all their guests with a quality dining experience, with meals containing fresh, healthy ingredients and friendly courteous service. Visit their stand, located just inside Gate D for your favorite crepes, fresh smoothies, and more!

HEALTH + CARE



The new standard of medical excellence.

The experienced teams of Rochester General Health System, including the 42 integrated practices of the Rochester General Medical Group, deliver nationally recognized treatment programs that combine clinical excellence with compassion, attentiveness and reassurance. It's a patient-focused approach – one that delivers exceptional outcomes, and gives you and your loved ones the care you deserve.

Find a physician near you at
rochestergeneral.org/physician-search
or call 585-922-5465



**ROCHESTER
GENERAL**
HEALTH SYSTEM

jazz 90.1

take jazz further

Bop to Blues
FUNK TO FUSION
Standards to Sound Bytes



As Rochester's member-supported, real jazz station, we take (every kind of) jazz further. But we don't stop there, also bringing you Sound Bytes, Big Road Blues, Doc's Juke Joint, The Soul Jazz Spectrum, Sunday Music Festa, American Standards by the Sea, Polka Bandstand, Northstar Sounds, Escencia Latina, La Nueva Era and other great programs.

Listen live at Jazz 90.1 or online at www.jazz901.org and learn how you can help us keep jazz radio in Rochester thriving.

JAZZ 90.1

www.jazz901.org



A Look Back at the 2011 Season

The Rochester Rhinos 2011 USL PRO regular season began with four of their first five matches on the road. The Rhinos dropped their first two matches of the season by identical 1:0 scores in Richmond and Wilmington. Rochester broke out of their early season scoring slump to pick up their first win of the season with a 3:2 result over the Dutch Lions in Dayton on April 23rd. Rookie JC Banks scored his first professional goal in the match. The Rhinos won their home opener 1:0 at Sahlen's Stadium two weeks later with a goal from Tony Donatelli off an assist from Quavas Kirk. Three days later the Rhinos fielded largely the same line-up in Harrisburg against the City Islanders and suffered a fatigue-laden 1:0 loss to drop their record to 2-3.

On May 14th the Rhinos began to turn their season around with a 2:0 victory over the Antigua Barracudas. Antigua entered the match with a 6-2-0 record, but goals from Kendall Jagdeo Singh and Tyler Rosenlund. JC Banks assisted on both goals. A week later Rochester tied a 5-1-1 Orlando City squad 0:0 behind keeper Neal Kitson's third shutout of the season. The Rhinos opened Memorial Day weekend in Sahlen Stadium and saw Alfonso Motagalvan rescue a point in a 1:1 draw after Connor Tobin, Troy Roberts, and Michael Tanke left the match with first half injuries. For the first time in franchise history a Rhinos match was halted for rain when head referee Steve Montanino declared the pitch unplayable in the 78th minute. The low point of the season came on May 30th when the Rhinos lost to FC New York 2:1 in Jamaica, Queens.

The Rhinos record stood at 3-4-2 after the Memorial Day loss to FC New York in Belson Stadium, but that was the last result that the Rhinos would drop for a month. The Rhinos ran off a 4-0-1 stretch in USL PRO and added two more wins over Phoenix SC and the City Islanders in the first two rounds of the US Open Cup. Front runner Andrew Hoxie came to life with three goals and one assist over the streak of seven games unbeaten. Midfielder JC Banks scored two goals while Tony Donatelli had two goals and an assist. Rhinos captain Troy Roberts returned to the line-up on June 11th against Harrisburg in Sahlen's Stadium and began a run of four consecutive clean sheets in matches that he appeared in. Rhinos goalkeeper Neal Kitson played his best match of the season in the third of those four clean sheets, a 1:0 US Open Cup Second Round victory over the City Islanders. The Rhinos unbeaten run in June ended with a 1:0 loss to the Chicago Fire in the third round of the US Open Cup on June 28th.

While the Rhinos had their best run of form in June, they put together some of their most impressive results in the month of July. Rochester started the month with a 2:1 victory over Richmond on July 1st with Kendall Jagdeo Singh scoring the winner off of a pass from Andrew Hoxie. Two days later the Rhinos dropped a 1:0 result to Orlando City in Sahlen's Stadium. In a match-up of USL PRO's top two teams the Rhinos outshot City thirteen to six, but Jamie Watson got the goal and Miguel Gallardo made it stand up for Orlando. Two weeks later the Rhinos travelled down to the Citrus Bowl to play City in Orlando. Tony Donatelli took a Quavas Kirk pass and used it to open the scoring for Rochester in the fifteenth minute. Matt Luzunaris and Lewis Neal responded with two first half goals for City and Orlando went on to win the match 2:1.

In the end of July Rochester took their 10-6-3 record on a trip to Charlotte and Charleston. In their biggest weekend of the season, the Rhinos picked up four points in twenty-four hours with a 2:2 draw in Charlotte on Friday night and a 1:0 victory in Charleston on Saturday. Kendall Jagdeo Singh and Andrew Hoxie scored the goals for the Rhinos in Charlotte while Tony Donatelli added two assists. The next night Neal Kitson turned in his best USL PRO performance of 2011 with a six save clean sheet. Drew Cost scored the game-winner for a 1:0 victory in Blackbaud Stadium. The Rhinos returned to Rochester with an 11-6-4 mark at the end of July.

The fatigue associated with the previous week's road trip was apparent when the Rhinos hosted Charlotte in Sahlen's Stadium. Rochester outshot the Eagles fourteen to nine but ended up on the wrong end of a 3:0 score line. Two days later the team traveled down to New York City to play FC New York in Belson Stadium. The result was a 2:1 loss for the Rhinos in their worst performance of 2011. The team hosted the Pittsburgh Riverhounds in the USL PRO regular season finale and Rich Costanzo scored the game-winning goal on a cross from JC Banks. It was Banks fourth assist of 2011. Keeper Neal Kitson earned his league leading twelfth win and league leading ninth shutout in the victory.

A Look Back at the 2011 Season



Rochester opened the 2011 post-season with the Pittsburgh Riverhounds in the USL PRO National Division Semi-Final. Any doubts about the Rhinos intentions after their late season swoon were erased in the first half hour. Rhinos MVP Tyler Rosenlund opened the scoring in the tenth minute after a flick-on header from forward Isaac Kissi. Tony Donatelli headed home a cross from JC Banks in the twenty-eighth minute to give the Rhinos a 2:0 halftime lead. Tyler Rosenlund opened the second half with a through ball behind the Riverhounds back four that Kissi was able to run onto and finish for a 3:0 Rhinos lead in the 47th minute. Pittsburgh native Drew Cost closed the Rhinos scoring account with an 85th minute goal that gave the Rhinos a 4:0 victory. Rhinos keeper Neal Kitson made two saves for the shutout on a relatively quiet night thanks to help from Troy Roberts, Connor Tobin, Quavas Kirk, Rich Costanzo, and midfielder Alfonso Motagalvan. The Rhinos hosted the Harrisburg City Islanders in the National Division Final the following weekend in Sahlen's Stadium. The Rhinos defeated the City Islanders twice previously – once during the USL PRO season in Sahlen's Stadium and once again during the US Open Cup in the Skyline Sports Complex. The City Islanders defeated the Rhinos in their USL PRO home opener back in May. All three matches were decided by 1:0 scorelines.

City Islanders defender Stephen Basso ended up on the end of a Harrisburg counter-attack in the sixth minute to give the visitors a 1:0 lead, but it was head referee Juan Carlos Rivero who would be the star of the first half. After Rhinos forward Isaac Kissi appeared to be followed from behind in the 27th minute, City Islanders defender Andrew Marshall and Rhinos midfielder Tony Donatelli ended up pushing and shoving. While cautions usually end up being the result of such an affair, Mr. Rivero chose to send both men off leaving the last hour to be decided by ten versus ten soccer. Seven minutes later City Islander defender Anthony Calvaro and Rhinos keeper Neal Kitson collided in mid-air after a Harrisburg set piece was played into the box. Calvaro mis-timed his challenge and knocked Kitson to the ground after he had already collected the ball, and Calvaro was booked for the foul. Tensions continued to escalate until City Islanders forward Brian Ombiji was sent off for sending Rhinos centre back Connor Tobin through a sign board.

During the half time intermission City Islanders forward Brian Ackley and Head Coach Bill Becher approached the officials and tried to speak with Mr. Rivero. After Mr. Rivero refused to speak with the Harrisburg delegation, Becher was removed from the field by Sahlen's Stadium security at the request of the officials. He was sent to the stands for the second half of the match.

On the field City Islanders midfielder David Schofield gave Harrisburg a 2:0 lead in the 38th minute. The Rhinos got a goal back in stoppage time as midfielder Tyler Rosenlund found forward Isaac Kissi with a through ball that Kissi finished to make it 2:1 at the half. Even though the Rhinos played the entire second half with a man advantage they could not find the equalizer that would have extended their season. Rochester outshot the City Islanders seven to one and had six corner kicks, but never put the Harrisburg goal under siege with their man advantage. The City Islanders won the National Division Final 2:1 and booked their place in the USL CUP Final against Orlando City the following weekend.

"As a former player and now assistant coach for the Rhinos organization, I share a very unique perspective when it comes to the tradition and foundation of this organization. Winning is a tradition in this organization and our foundation was built on the long standing and intimate connection with the Rochester community and its players"
– **Bill Sedgewick**

"This is a storied franchise, let us never forget this. This IS one the best football clubs in US history at any level and we all believe that this is going to be the year that everyone remembers that all across the country!" – **John Cargill (fan)**

Favorite fan moment: Rhinos vs. RWB Adria US Open Cup, Lenin Steenkamp returned with away team to play one last match in Rochester. Also the induction of Lenin Steenkamp into the Rhinos hall of fame last year. – **Jonathan Kaplan (fan)**



United Soccer Leagues
1715 N. Westshore Blvd. Suite 825
Tampa, FL 33607
P-813-963-3909
F-813-963-3807
www.uslsoccer.com

Celebrating its 25th anniversary, United Soccer Leagues has become the largest organization of elite-level soccer leagues in North America by building on the vision, commitment, and passion of players, fans and investors. Now in its third decade of operation, USL continues to be a driving force in the growth of soccer in the United States, Canada and Caribbean. USL provides a clearly defined path for the progression of male and female soccer players beginning at the youth level (USL Super Y-League/USL Super-20 League), continuing through the amateur level (USL Premier Development League/USL W-League) and up to the professional level, both outdoor and indoor (USL PRO, I-League). A platform for countless players to reach for their dreams each year, USL is devoted to developing the sport at the grassroots level in every community across the region.

USL PRO is the strongest, most sophisticated and most experienced North American men's professional soccer league below MLS, both on and off the field. Focused on franchise stability and longevity, USL PRO features 11 teams in 2012 and an unprecedented six teams with more than a decade of operational experience. The league is focused on aggressive but deliberate growth by adding teams fully capable of meeting USL and USSF standards, which are located in markets that further promote regional league play. In addition to league play, USL PRO teams will compete in the Lamar Hunt U.S. Open Cup as well as various domestic and international exhibitions. USL PRO is affiliated with the U.S. Soccer Federation.



antiguabarracudafc.com



dutchlionsfc.com



orlandocity.com



rhinosoccer.com



charlestonbattery.com



cityislanders.com



riverhounds.com



wilmingtonhammerheads.com



charlotteeagles.com



labluesprosoccer.com



kickers.com



uslpro.com

Rochester Rhinos

2012 Season Preview

2011 record: 12-8-4, 40 points

National Division Regular Season Champions

USL PRO Playoffs

Coach: Jesse Myers

IN: GK Kristian Nicht
D Georgios Kyriazis
D Michael Zaher
D Jack Traynor
M Danny Earls
F Tam McManus
F Graciano Brito

OUT: GK Neal Kitson



The Rochester Rhinos made the playoffs for the 16th consecutive time last season, but they were eliminated by the City Islanders one game short of reaching the USL PRO Cup. In the offseason USL Hall of Fame coach Bob Lilley decided not to return to the club for the 2012 season. Rhinos president Pat Ercoli turned to Richmond Kickers assistant coach Jesse Myers to become the fifth coach of the Rochester Rhinos. Myers was with the Kickers for the past 15 years.

Myers first order of business was to secure the nucleus of Lilley's teams that had won regular season titles each of the past two seasons. Myers brought back eleven players for the 2012 season including: goalkeepers Neal Kitson and Joe Marino, defenders Quavas Kirk, Tyler Bellamy, and Troy Roberts, midfielders JC Banks, Michael Tanke, Drew Cost, and Tyler Rosenlund, and forwards Andrew Hoxie and Isaac Kissi.

The next order of business for Myers was to shore up his back four and expand his attacking options. Myers signed USL PRO veteran left backs Jack Traynor (Orlando City) and Michael Zaher (Charleston) in the back and young front runners Graciano Brito (FC New York) and Conor Chinn (Atlanta) to give him more attacking options up top.

Perhaps the Rhinos only loss this offseason was goalkeeper Neal Kitson. Kitson left for England during the January International Transfer window, and he is now the starting goalkeeper for Northampton Town FC. In need of a new starting keeper Myers turned to Germany and acquired 6'5" Bundesliga veteran goalkeeper Kristian Nicht to start for the Rhinos in goal this season.

Myers wanted to add veteran talent throughout the roster and turned to Europe for two more key additions to the 2012 Rochester Rhinos. Scottish front runner Tam McManus joined the Rhinos after a career that saw him play over 100 times for Hibernians in the Scottish Premier League as well as 20 times for the Colorado Rapids where he scored six goals in 2008. Myers also signed 6'3" Greek center back Georgios Kyriazis, an eight year veteran of Italy's Serie B, to provide him more height and experience in the back.

Coach Myers has augmented Bob Lilley's roster from the past two seasons with international flair and experience playing in front of crowds of 40,000 or 50,000 fans in stadiums across in the hopes that they will succeed in the one task that Rhinos teams have failed in for the last decade – bringing a championship back home to Rochester.



2012 Season Preview



The Rochester Rhinos will be playing in USL PRO for the second consecutive season in 2012. USL PRO has decided to scrap the divisional format that they used a year ago. This season all 11 teams will compete in a traditional single table competition for the regular season championship.

The top six finishers in the regular season will advance to the USL PRO playoffs with the top two teams receiving a first round bye. The USL PRO Cup will be held at the home field of the highest remaining seed on the weekend of September 7th, 2012. Here's a team-by-team look at the other ten clubs competing in USL PRO this year.



Antigua Barracudas

2011 record: 9-13-2, 29 points, missed USL PRO playoffs

Coach: Tom Curtis

IN: W Eugene Kirwan (Antigua Developmental Academy)

OUT: no key losses

Last season Antigua missed out on the 2011 USL PRO playoffs, but they gained valuable experience during their first year in the USL. Antigua is a young, talented team that is playing in the USL PRO to build their national team program in a professional environment. The Barracudas have bright prospects throughout their midfield and attack, but the foundation of their side is a veteran presence in the

back. Head coach Tom Curtis will be relying heavily on veteran center back and team captain George Dublin to lead the back line. He played in 20 of the team's 24 matches last season and logged over 1,700 minutes for the club in 2011. 2011 All-USL PRO Second Team selection Lawson Robinson (21 matches – 1,672 minutes) is a hard working presence who is returning to anchor the Barracudas midfield this year.

After Antigua's leading scorer Peter Byers (seven matches – four goals) departed for the Los Angeles Blues during the 2011 season, Curtis turned to two of his promising young prospects. 22 year old Stefan Smith (19 matches – five goals) and 20 year old Quinton Griffith (15 matches – four assists) are both returning for their second season in USL PRO. They will be joined by 19 year old winger Eugene Kirwan, who has already appeared for the national team.



Charleston Battery

2011 record: 10-9-5, 35 points

2011 USL PRO playoffs

Coach: Mike Anhaeuser

IN: F Sallieu Bundu (Charlotte), GK Alex Kann (Mississippi – PDL)

OUT: GK Andrew Dykstra (DC United), M Alex Caskey (Seattle)

Last year the Charleston Battery won a playoff clinching victory over the Charlotte Eagles on the final day of the 2011 USL PRO regular season. The 2011 Battery were one of the top defensive teams in USL PRO last season with just 25 goals conceded in 24 matches. This season a new attacking presence up top will give the Battery

some attacking firepower to complement their stingy defense. Head coach Mike Anhaeuser's biggest addition of the 2012 off-season was acquiring front runner Sallieu Bundu from the Charlotte Eagles. Bundu is a dangerous forward who scored seven goals for the Eagles a year ago. He will be joined up top by youngster Dane Kelly, who scored five goals as a rookie last season. Classy defender Colin Falvey returns to anchor the back four in Charleston, but Anhaeuser has a major question mark in goal this season. Last year's number one keeper Andrew Dykstra departed for DC United (MLS) during the off-season. Anhaeuser has brought in 6'4" goalkeeping prospect Alex Kann from the PDL (Mississippi Brilla) to replace him. The Battery's leading scorer from last season, Nicki Patterson (16 points) returns to run the middle of the park this season, but Alex Caskey has left to join the Seattle Sounders (MLS).



Charlotte Eagles

2011 record: 9-9-6, 33 points

no USL PRO playoffs

Coach: Mark Steffens

IN: F Brad Stisser (Rochester)

Joseph Kabwe (Carolina)

OUT: F Sallieu Bundu (Charleston) Brady Bryant (ACL injury)

The Charlotte Eagles and head coach Mark Steffens are probably the biggest advocates of the USL PRO's switch to a single table for the 2012 season. After all, last season the Eagles lost out on the final playoff spot in the American Division on the

last day of the season when they would have easily qualified for the tournament if they had played in the National Division. The Eagles are returning goalkeeper Eric Reed and midfielder Darren Toby from last year's roster. Reed is a veteran goalkeeper in the USL PRO who is looking to establish himself among the league's elite this season. Toby is a hard working midfielder from Trinidad and Tobago who has been with the Eagles since 2008. Steffens has added midfielder Joseph Kwabe from the Carolina Railhawks (NASL) and Brad Stisser from Rochester. The Eagles are hoping that the change in scenery will help Stisser rebound from an injury plagued season with Bob Lilley's Rhinos last season. Kwabe, a native of Zimbabwe, is a veteran of American soccer who is a bit undersized at 5'9", but he can undo opponents with his skill and technical flair. Charlotte hopes that the new additions will help them overcome the loss of striker Sallieu Bundu. Bundu moved down the coast to Charleston this off-season after scoring seven goals a season ago. The Eagles suffered an unexpected loss due to injury before the start of the season when Brady Bryant was ruled out for the year with an ACL.



Dayton Dutch Lions

2011 record: 2-16-6, 12 points

missed USL PRO playoffs

Coach: Ivar van Dinteren

IN: GK Matt Williams (Portland Phoenix - PDL) F Eli Garner

OUT: F George Davis IV (LA Blues)

The Dayton Dutch Lions moved up to the USL PRO from the PDL in 2011 and they finished last in the National Division last season. Fortunately for the Dutch Lions, coach Ivar van Dinteren and his club do not have a short term perspective on their American

endeavor. The Dutch Lions, an affiliate of Dutch First Division side FC Twente, are trying to develop Dutch-inspired academies that are focused on youth player development in the United States. The natural result of these academies will be professional players schooled in the "Dutch way" of playing who can potentially help both the Dutch Lions in Dayton and FC Twente in Holland. In the meantime van Dinteren and his staff are scouring the States looking for players who can fill roles in their Dutch style of play. The Dayton Dutch Lions are returning the nucleus of their defense, which was much improved by the end of last season. Defenders Joel DeLass, Shane Smith, and Meltin Copier are all returning for the 2012 season. Holding midfielder Bret Jones will also be back for the 2012 season. van Dinteren looked domestically when he needed to find a goalkeeper to join his promising defensive nucleus. Goalkeeper Matt Williams excelled with the Portland Phoenix in the USL PDL in 2011, and he also had a standout performance in the 2012 USL PRO combine. The Dutch Lions also signed target forward Eli Garner during the offseason. Garner is a player who can hold the ball back to pressure and allow Dayton's attacking pieces in the midfield to push forward into the attack. The biggest loss that the Dutch Lions need to overcome is that of George Davis IV, who defected to the LA Blues during the offseason. Davis was a Second Team All-USL PRO selection a year ago with seven goals and two assists. While his ability to change a match on his own will be missed, the Dutch Lions hope that they will be collectively better in 2012.

2012 Season Preview



Harrisburg City Islanders

2011 record: 8-7-9, 33 points

National Division Champions

Coach: Billy Becher IN: D Bilal Duckett (Vancouver)

OUT: GK Chase Harrison (Philadelphia Union) D Anthony Calvano

(Pittsburgh) F Jose Angulo (NY Red Bulls)

After an ordinary USL PRO regular season in 2011, head coach Billy Becher and his City Islanders upset the Los Angeles Blues and the Rochester Rhinos on the way to the 2011 USL PRO Cup. Harrisburg took heavily favored Orlando City to a shootout before losing the cup in penalties at the Citrus Bowl. The City Islanders enter the 2012 USL PRO season as one of the favorites to win the USL PRO Cup this September. Becher is returning two dynamic attacking options in front runners Brian Ombiji and Sainey Touray (seven goals – six assists). Longtime City Islander Jason Pelletier returns to anchor the midfield. Defenders Stephen Basso, Dustin Bixler, and Andrew Marshall hope to help newly promoted goalkeeper Phil Tuttle keep clean sheets this season. The arrival of Bilal Duckett (Vancouver) should compensate for the loss of defender Anthony Calvano (Pittsburgh) in the back while the aforementioned Tuttle should be able to step in for Chase Harrison in goal. Although the City Islander lost front runner Jose Angulo to the New York Red Bull (nine goals), Ombiji and Touray should be able to compensate for his loss.



Los Angeles Blues

2011 record: 8-7-9, 33 points

USL PRO playoffs

Coach: Charlie Naimo

IN: M Brian Farber (Portland) RW Irving Garcia (NY Red Bulls)

RB Bryan Burke (Kitsap Pumas)

OUT: M Cesar Rivera M Josh Suggs (San Jose)

The LA Blues made their USL PRO debut in 2001 with a roster full of former MLS players who qualified for the playoffs, but could not overcome the City Islanders in the first round. Off the field during the offseason, former Rochester Rhinos President Steve Donner took charge of the franchise. He re-branded the Blue with a new logo and signed a deal with Cal State Fullerton for the Blues to play all 12 of their home games at Titan Stadium this summer. On the field coach Charlie Naimo is bringing back only three key players from last season's roster: pacey front runner Israel Sesay (formerly of the LA Galaxy), midfielder Carlos Borja, and defender Erlys Garcia. Naimo added former Portland Timbers middie Brian Farber and former New York Red Bull right winger Irving Garcia to the mix this offseason. Kitsap Pumas forward and PDL Championship Game MVP Bryan Burke is switching to right back this season. While Donner, Naimo, and the Blues have made a major overhaul both on and off the field this season, look for Los Angeles to play an entertaining, possession oriented, short passing style throughout the 2012 USL PRO season.

Favorite fan moment: While I was living in Columbus OH, getting to go to the US Open Cup Final with a couple of acquaintances that weren't really into soccer, and having to explain to them after the Rhinos won: "I'll be back; I've gotta join the pitch invasion!" and running out onto the field to celebrate.

–Michael Osadciw (fan)

"The Rhinos golden generation was a veteran team with confidence and swagger. They possessed the true trait of a champion – getting results when they didn't necessarily play their best." **–Coach Myers**

2012 Season Preview



Orlando City Lions

2011 record: 15-3-6, 51 points

USL PRO Champions

Coach: Adrian Heath

IN: M John Rooney (NY Red Bulls) M Anthony Pulis (Aldershot Town)

M James O'Conner (Sheffield Wednesday)

OUT: M Yordany Alvarez (Real Salt Lake) M Lawrence Olum (Sporting Kansas City)

M Lewis Neal (DC United)

Orlando City was far and away the best team in the USL PRO last season as

evidenced by their regular season and cup championships in 2011. Head coach

Adrian Heath returns the foundation of his championship winning side up top and in the back. The most devastating attack in USL PRO is back as explosive goal scorer Maxwell Griffin is being reunited with Jamie Watson in the attack. In the back 2011 USL PRO Goalkeeper of the Year Miguel Gallardo teams up with 2011 USL PRO Defender of the Year Rob Valentino. The real concern this year for Heath and City's title defense is in the midfield. 2011 USL PRO MVP Yordany Alvarez (Real Salt Lake), Lawrence Olum (Sporting Kansas City), and Lewis Neal (DC United) have all left the USL PRO champion's midfield for the greener pastures of Major League Soccer this offseason. Heath turned to his homeland of Great Britain to replace them with English veterans Anthony Pulis and James O'Conner. Orlando City landed perhaps the biggest signing of the offseason when they secured the services of midfielder John Rooney, brother of Manchester United's Wayne Rooney, from the New York Red Bull during the offseason.



Riverhounds

Pittsburgh Riverhounds

2011 record: 7-11-6, 27 points

USL PRO playoffs

Coach: Justin Evans

IN: M Tino Nunez (Real Salt Lake) F Dawayne Smith (Jamaican International)

F Darren Amoo (Liberty) M Rich Costanzo (Rochester)

D Anthony Calvano (City Islanders)

OUT: M Matt Fondy (LA Blues) F Jason Yeisley (Richmond)

Perhaps the biggest news of the offseason in USL PRO was that the Pittsburgh

Riverhounds would open a soccer specific stadium in downtown Pittsburgh before the end of the 2012 season. Pittsburgh has qualified for the USL Playoffs each of the past two seasons. Coach Justin Evans is returning a solid nucleus and has added five significant signings in the offseason with the hopes of taking a giant step forward this season. Evans is returning a defensive nucleus that includes goalkeeper Hunter Gilstrap, center back and captain Louis Rolko, and holding midfielder Shintaro Harada this season. In the attack Riverhounds midfield catalyst Jeremy Deighton (six goals) will return for the 2012 season. The biggest story for Pittsburgh is the additions that they have made in the offseason. Jamaican International Dawayne Smith and rookie Darren Amoo provide the Riverhounds with explosive pace and clinical finishing up top. Former Rhino Rich Costanzo will pair with Harada to secure the center of midfield while former MLS prospect Tino Nunez (Real Salt Lake) will pair with Deighton to supply the attack from the midfield. City Islanders defender Anthony Calvano will join Rolko and Gilstrap to anchor the 'Hounds defense.

"Nothing is more important than having a healthy team environment, where all players want the best for each other and will sacrifice unconditionally for one another and the team no matter the situation." -Bill Sedgewick

Favorite fan moment: Local product, Chris Kennell, scoring the winning goal on a header against Carlos Valderrama's Tampa Bay Mutiny in an Open Cup Match in 1996. - Scott Mikulski (fan)

2012 Season Preview



Richmond Kickers

2011 record: 12-7-5, 41 points

USL PRO playoffs

Coach: Leigh Cowlishaw

The Richmond Kickers advanced to the U.S. Open Cup Semi-Finals last season and were one match away from playing for the USL PRO Cup. This offseason Richmond head coach Leigh Cowlishaw largely kept his roster intact while adding one of the most high profile strikers in USL PRO. Cowlishaw is returning goalkeeper Ronnie Pascale, defenders Henry Kalungi, William Yomby and Sascha Gores, winger Edson Elcock, the versatile Luke Vercollone, and striker Matthew Delicate (ten goals – three assists) from last year's roster. The nucleus of returning talent give Richmond a dominant back four with an attacking catalyst in Elcock and a goal scorer up top in Delicate. Cowlishaw decided to build on his returning foundation by adding Second Team All-USL PRO selection Jason Yeisley up top to pair with Delicate. He also added youngster Shane Johnson, a 6'3", 195 center back who the Kickers feel have a bright future. Cowlishaw and the Kickers do have some holes to address this season as Shaka Bangwa (four goals- two assists) and David Hertel (20 games played in 2011) have both left the club this offseason.



Wilmington Hammerheads

2011 record: 14-7-3, 45 points

USL PRO playoffs

Coach: David Irving

IN: D Tyler Lassiter (New York Red Bull) GK Alex Horwath (New York Red Bulls)
M Hagop Chirishian (Ventura County Fusion – PDL)

OUT: M Luke Mulholland GK Brock Duckworth F Chris Banks

The Wilmington Hammerheads were one of the most surprising teams in USL PRO last season, and head coach David Irving is looking to sneak up on everyone in the league again this year. On paper the Hammerheads have some serious question marks after losing USL PRO Rookie of the Year Luke Mulholland, starting goalkeeper Brock Duckworth, and the underrated Chris Banks (seven goals – three assists) during the offseason Irving is bringing back 2011 First Team All-USL Pro selection Gareth Evans to anchor the back four and holding midfielder Paul Nicholson to do the same in the midfield. Former New York Red Bull center back Tyler Lassiter was brought in to pair with Evans in the center of defense while former Red Bull goalkeeper Alex Horwath will start in net. Wilmington will rely on Andriy Budnyy to lead the attack after scoring eight goals and adding six assists a year ago. Young prospect Hagop Christian (Ventura County Fusion - PDL) will look to replace Mulholland and support Budnyy in the attack.

"Things are so much different now than they were in the late 1990's. The only thing we can do this year is to try to win a championship on the field and see how this generation's legacy continues to play out." –**Coach Myers**

Favorite fan moment: When we beat the Crew at home in the US Open Cup a few years back. Tim Melia was so huge in that PK shootout. –**Blaise Bourgeois (fan)**



...the
beautiful
game!

New York State West Youth Soccer Association

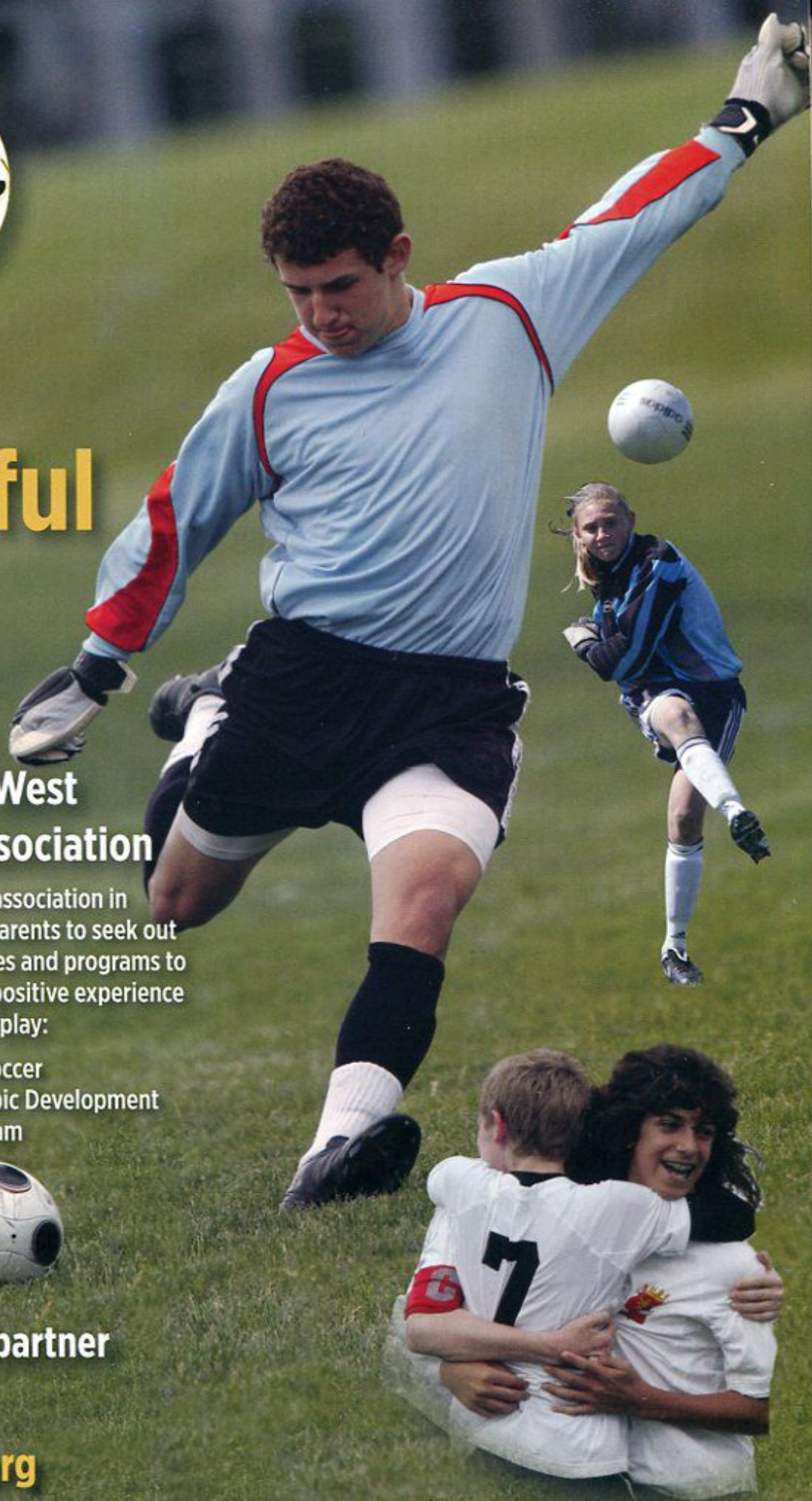
As the largest youth soccer association in western NY, we encourage parents to seek out NYSW member clubs, leagues and programs to ensure a safe, competitive, positive experience for your child at any level of play:

- Recreation
- TOPSoccer
- Travel
- Olympic Development Program



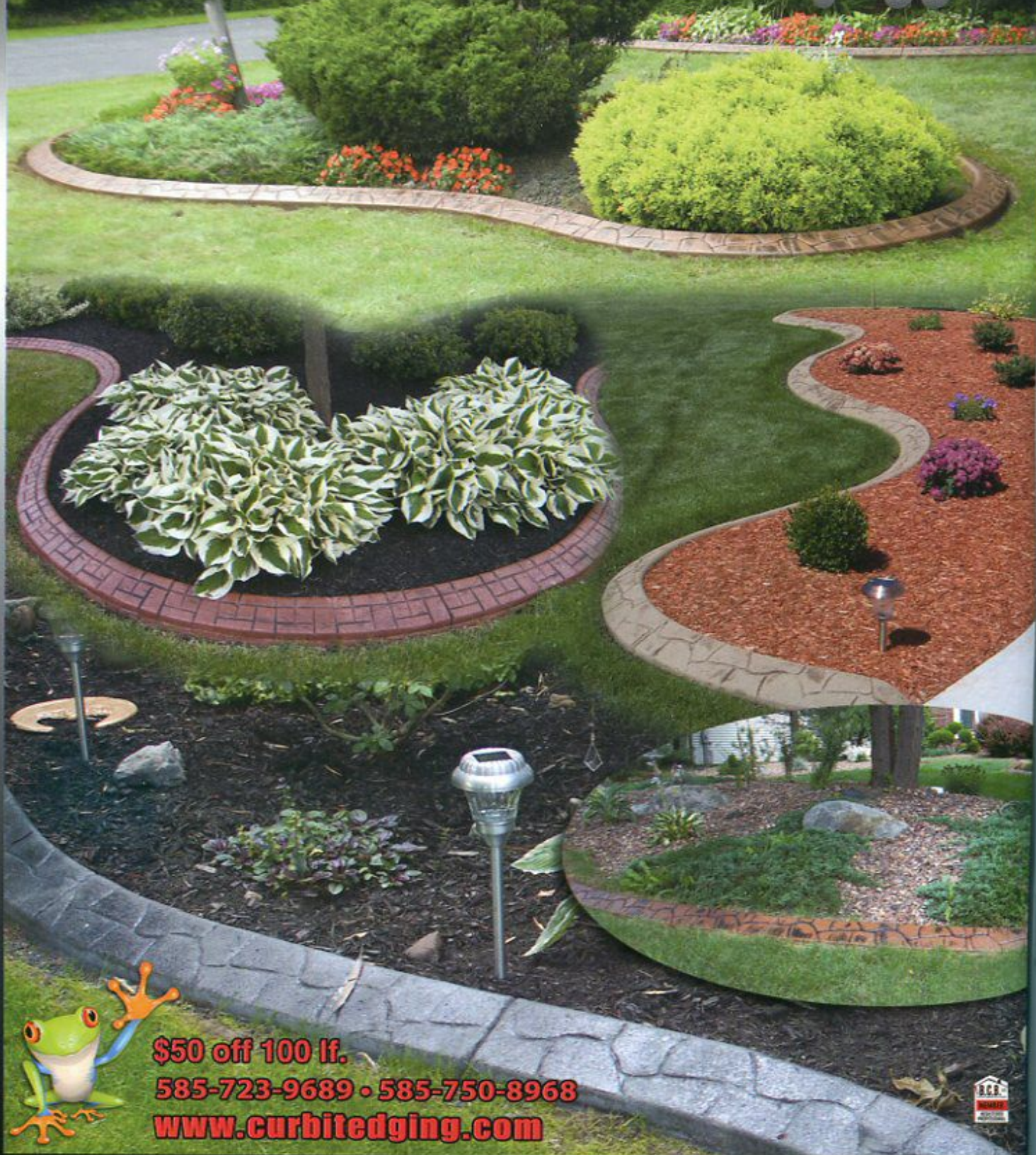
NYSW is a proud partner
of Rhinos Soccer

www.nyswysa.org



CURB IT

Concrete Landscape Edging



\$50 off 100 lf.
585-723-9689 • 585-750-8968
www.curbitedging.com



breathe^o
live life inspired



the official yoga studio of the rochester rhinos

classes seven days a week :: beginner, gentle and open level classes offered

www.breatheyoga.com



[put your best foot forward]

Stay on top of your game with Prostate Cancer Awareness.

FREE ONSITE SCREENINGS FROM UAR:



July 7, 2012:
Rochester Rhinos
vs. Dayton Dutch Lions



July 28, 2012:
Rochester Rattlers
vs. Ohio Machine



UROLOGY ASSOCIATES
OF ROCHESTER

Informed Answers. Smarter Solutions.

1-888-UARochester • 1-888-827-6243
www.UARochester.com

Rochester • Geneseo • Warsaw

Urology Associates of Rochester wish the Rhinos and Rattlers a successful season!



What does it take

to keep Rochester's athletes in the game? In a competitive sport like soccer, it's tough

to avoid injuries. Fortunately, there are doctors on the Rhinos' bench who are ready to help: physicians from URMC Sports Medicine, a program of URMC Orthopaedics and Rehabilitation. If a Rhino gets injured, URMC Sports Medicine physicians and physical therapists provide complete care, from imaging, to surgical or non-surgical treatment, to rehab, all in one facility. And URMC Sports Medicine gives the exact same kind of care to our local high school, college and recreational athletes, too. So what does it take to earn the trust of Rochester's top athletes? Medicine of the Highest Order.

PHYSICIAN APPOINTMENTS: (585) 275-5321

SPORTS & SPINE REHABILITATION: (585) 341-9150 Brighton | (585) 225-6296 Greece



UNIVERSITY of
ROCHESTER
MEDICAL CENTER

www.ortho.urmc.edu

MEDICINE of THE HIGHEST ORDER



* GET REWARDED FOR NEEDIN' A WASH!

Each game throughout the season
Rex will be on the hunt for the
dirtiest car in the lot!

If he picks you.....
Buckmans is going to give you a
Buckmans WORKS Car Wash...
to get your ride clean!

UNeedaWash! at Buckmans



 **Buckmans**
CAR WASH

Visit us at:

BRIGHTON - ROCHESTER
34 N. Winton Road
Rochester, NY 14610

BROCKPORT
6273 Brockport-Spencerport Road
Brockport, NY 14420

GREECE
Ridge Road West & Long Pond Road
Rochester, NY 14626

PENFIELD / FAIRPORT
2140 Fairport Nine Mile Point Road
Penfield, NY 14450

SPENCERPORT
40 Nichols Street
Spencerport, NY 14559

GATES / CHILI
2234 Chili Avenue
Rochester, NY 14624

The Buckmans
Club Card
Daily Wash Pass

IS Here...ONLY!

\$24.99/month
- tax

**NEW! FAMILY PLAN
PRICING**

Additional Vehicles Only \$19.99

SAVE 5% for ANNUAL PRE-PAY

HOMETOWN  **WINNERS**

**SUPPORT
YOUR HOMETOWN TEAM**

Whenever your Rochester Rhinos play at home,
fans can redeem their ticket stub from that game
at any Buckmans Car Wash location by closing
the next day for a \$2.99 car wash!
Buckmans, Your "Hometown" Car Wash!

www.BuckmansCarWash.com

HealthSource Chiropractic

YOUR PARTNERS IN COMPLETE HEALTH



Performance Care for Active Lifestyles



Dr. Donald R. Dudley, Certified Chiropractic Sports Practitioner (C.C.S.P), Certified Active Release Technique (A.R.T) provider
Dr. Charles N. Shaw DC, Masters of Science in Applied Clinical Nutrition (M.S.A.C.N)



Team chiropractor for the Rochester Americans, Knighthawks, Rhinos, Rattlers and Razorsharks.
Treating Rochester's premiere amateur and professional athletes.

Official Chiropractic provider for the **Rochester Rhinos**.

"Let's go Rhinos!"

New Location To Better Serve You!

Stone Ridge Professional Building • 1851 Stone Road • Rochester, NY 14615

The Pieters Family Life Center • 1025 Commons Way • Rochester, NY 14623

p: 585.225.6430 • f: 585.225.9636

Affordable DTS Spinal Decompression Therapy • Acupuncture • Massage Therapy

Neck and back pain • Work, auto and sports injuries • Disc syndromes • Nerve entrapment
Fibromyalgia • Tendonitis • Headache • Sciatica • TMJ Sprain-Strain syndrome • Muscular pain



www.HealthSourceChiropractic.com

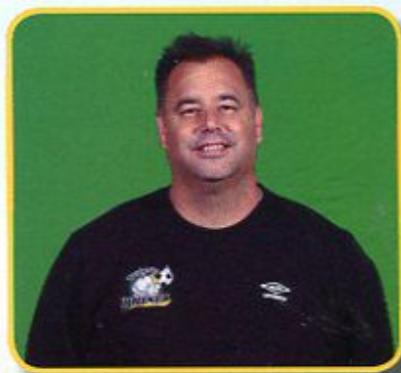
Most major insurances accepted.

MEET THE NEW GUY!

RHINOS NEW 2012 HEAD COACH

JESSE MYERS

On October 11th, 2011 the Rochester Rhinos announced that Jesse Myers would become the fifth coach in franchise history. Myers replaced Bob Lilley after Lilley decided not to return to the club after the 2011 season. Myers joined the Rhinos after spending the past fourteen seasons with the Richmond Kickers organization. Myers most recently served as Leigh Cowlishaw's assistant coach with the Kickers professional team and as the director of the Richmond Kickers Soccer Academy. During his tenure Myers has coached in over 450 USL matches.



Richmond posted a 224-129-63 record in Jesse Myers time with the organization. The Kickers made the playoffs fourteen times and advanced to the USL League Finals in 2002, 2005, 2007, and 2010. Richmond won the USL Second Division in 2006 and 2009. His teams also posted a 17-11 record in the US Open Cup and advanced to the Semi-Finals as recently as this past season. During Myers tenure the Kickers were 4-8-3 against the Rochester Rhinos in the regular season, but they were able to eliminate the Rhinos from the playoffs in 2002 and 2005. He was part of the Richmond Kickers organization that won the 2006 USL2 Championship. Myers also served as the head coach of the Richmond Kickers Destiny (W-League) and led the team to a 10-5 record and an appearance in the Central Conference Final in 2006.

"Jesse has been a member of a stable and successful franchise in Richmond over the past fifteen years. He is a well-respected name in American soccer who has numerous contacts both collegiately and professionally. Jesse has been involved in all levels of soccer from the grass roots youth level to the first team professional set-up in Richmond." Rochester Rhinos President and COO Pat Ercoli said.

Jesse Myers joined the Richmond Kickers organization in 1997, and since then he has been involved in virtually every aspect of the organization. Myers has been involved in the extensive recruiting of college and professional players in the United States and abroad. He negotiated contracts and communicated with player's agents. He has developed and organized training sessions for the professional team. He has also scouted opponents, implemented match tactics, and conducted post-match analysis. In the front office Myers performed league and team administrative duties, and he organized the Kickers annual trials.

Myers was a successful college coach before joining the professional ranks with the Richmond Kickers. His college coaching career began as an assistant coach with Limestone College (SC) in 1987. A year he landed his first head coaching job with Spartanburg Methodist Junior College (SC) where he led them to the Regional Tournament (NJCAA) for the first time. Myers landed his first high profile coaching job a year later when he joined the University of North Carolina - Charlotte as an assistant coach. While Myers was on the Charlotte staff they posted a 47-21-10 record over four years. They qualified for the NCAA Division I Tournament twice, ranked in the NCAA Top Twenty rankings twice, and won the Metro Conference in 1992. Myers completed his college coaching career as an NCAA Division I head coach with Philadelphia Textile where he compiled a 30-30-5 record over four years.

"I am ecstatic to be here in Rochester with the Rhinos for my first professional head coaching job. It is a great opportunity for me to be here. I understand how passionate the fans and community here in Rochester are about soccer. I hope they look forward to joining us in our top priority- to bring a title back to Rochester." Rochester Rhinos Head Coach Jesse Myers said.



Who to Watch Out For in 2012



➔The Rochester Rhinos 6'5" goalkeeper **Kristian Nicht** is a 30 year old veteran of the German Bundesliga, Bundesliga2, and the Norwegian First Division.

The pinnacle of Nicht's career to date was the 2006-2007 campaign when he appeared in 18 Bundesliga matches with Alemannia Aachen. In addition to his year in the Bundesliga, he has six seasons of experience playing in the German Bundesliga2, and one season playing in the Norwegian First Division. This is Nicht's first time playing in any level of American soccer.

➔Rhinos new left back **Michael Zaher** was a member of DC United's 2008 U.S. Open Cup winning side as a rookie. He played in 13 matches with United and the San Jose Earthquakes in 2009 before spending the last two seasons in Charleston. Zaher is an attacking force out of the back as evidenced by his two goals and one assist with the Battery last season in USL PRO.

➔The Rhinos second signing at left back during the off-season was **Jack Traynor**. Traynor won the USL PRO Cup with Orlando City last season. He is entering his fourth years as a professional, and he already has appeared in 64 professional matches. He was a three-time All-Big East player at Notre Dame.

➔Center back **Troy Roberts** is returning for his third season with the Rhinos and his second season as team captain. Roberts has been named the 2010 and 2011 Rhinos Defensive Player of the Year his first two years with the club. He was also selected to the USD2 Best XI Team in 2010 and the All-USL PRO Second Team. Roberts appeared in more matches in Major League Soccer with the Los Angeles Galaxy before joining the Rhinos than any other player in team history.

➔Center back **Tyler Bellamy** was one of the most improved players of the Bob Lilley Era. He was originally discovered by Coach Lilley in the Rhinos annual pay-to-play tryout that is held every winter in Rochester. He has developed into a starting center back and the first choice to partner with Troy Roberts in central defense over the past three seasons. Bellamy was named the Rhinos 2010 Rookie of the Year in recognition of his improvement and the 2011 Community Service Award Winner in recognition of his work off the field.

➔Right back **Quavas Kirk** is one of the most decorated players to play for the Rochester Rhinos. Kirk appeared was in residency at Bradenton with the U17 USMNT and played in the U17 FIFA World Cup in Peru. In total he was capped more than fifty times by the Under-17 team. After Bradenton, Kirk signed with Major League Soccer's Project 40 program at age 16. He played with the Los Angeles Galaxy in 2006 and 2007 before moving to DC United for the 2008 season. Kirk appeared in 43 MLS matches in three seasons.

➔Center midfielder **Tyler Rosenlund** was the Rhinos MVP in 2011. He started 27 out of a possible 29 matches in all competitions and logged 2,266 total minutes. Rosenlund scored three goals and added two assists for eight points. Rosenlund was selected by the Canadian National Team 15 times at the U17 level and 16 times at the U20 level. He has already been capped once by the full Canadian National Team. Rosenlund played in to College Cup Finals with the UC - Sanata Barabara and won the NCAA Men's Division I National Championship in 2006.



Who to Watch Out For in 2012



➡Left winger **Danny Earls** returns to the Rhinos after a two year stint in Major League Soccer with the Colorado Rapids. Earls made 22 appearances with Colorado and won both the Eastern Conference Title and the 2010 MLS Cup during his time there. The 22 year old Earls played with Rochester in 2008 and 2009. He made 50 starts and scored one goal with seven assists for nine points in 4,083 minutes over two seasons with the Rhinos. Earls was with Aston Villa's (EPL) reserve team for four years before joining Rochester in 2008.

➡Right winger **JC Banks** returns to the Rhinos after winning the Rhinos 2011 Rookie of the Year Award last season. Banks had two goals and four assists for eight points in the USL PRO regular season as a rookie. He had three goals and six assists in all competitions. In 2011 the Rhinos never lost a match when Banks name appeared on the score sheet.

➡Forward **Tom McManus** is returning for his second campaign in American soccer. McManus played with the Colorado Rapids (MLS) in 2008 and he appeared in 20 matches and six goals. McManus' forty-yard golazo against Chivas USA won the Sierra Mist Strike of the Week Award. His work ethic and blue collar mentality made him a fan favorite with the Rapids. McManus began his professional career with Hibernians (Scottish Premier League). He made over 100 appearances for the club and led Hibs in scoring with 11 goals in the 2003 campaign.

➡Front runner **Graciano Brito** is another new addition to the Rhinos in 2012 after playing with FC New York last season. Brito scored four goals in only 12 matches in 2011, but missed out on the second half of the season with an injury. Brito has been ever present in the Rhinos six preseason games this game, and shows no evidence of injury. Brito was a standout with Quinnipiac University where he scored 18 goals in 19 matches as a senior on his way to being named the NEC Player of the Year, a first team All-NEC selection for the second time in his career, and an NSCAA All-American for the third time in his career.

➡Front runner **Isaac Kissi** is beginning his third season with the Rochester Rhinos. Kissi was named the Rhinos 2010 Offensive Player of the Year after he scored eight goals as a rookie. Last season Kissi was limited to 724 minutes in all competitions due to a heart condition that was diagnosed during his 2011 preseason physical and needed surgery to correct. Kissi still scored three goals in only five starts and had the best strike rate of any of the Rhinos front runners last season. Kissi led the Rhinos in playoff scoring last season with two goals and one assist for five points.

"Jimmy and I had a great year in 1998. I got a lot of attention because of the goals I scored. However, Jimmy Glenn was a huge reason why I scored so many. He had his share of goals and assists and it was his running off the ball that created so many chances for me."

-Darren Tilley



HIGH SCHOOL SPORTS SCENE



An award winning weekly TV show showcasing the accomplishments of Rochester area High School athletes on and off the playing field.

Watch weekly throughout the school year on WBGT My18
and online at

www.SportsSceneTV.com

*My18 is locally owned and operated, and
dedicated to providing Rochester area viewers
with quality local and national programming.
Check Us Out Today!*



WBGT • TV
ROCHESTER

TIME WARNER CABLE CH. 18
DIGITAL CH. 46.1



GOAL KEEPER

ABOUT THIS RHINO:

| POS | HT | WT | AGE |
|-----|-----|-----|-----|
| GK | 6-0 | 185 | 23 |

#31

LAST CLUB:

Rochester Rhinos (USL Pro)

HOMETOWN:

Rochester, New York

COACHES CORNER: Words from Coach Jesse Myers-
Joe is extremely quick to the ground and a very good shot stopper. Joe will be a contender for the number two keeper spot after some time to develop.



JOSEPH MARINO

ABOUT THIS RHINO:

| POS | HT | WT | AGE |
|-----|-----|-----|-----|
| GK | 6-0 | 175 | 22 |

#25

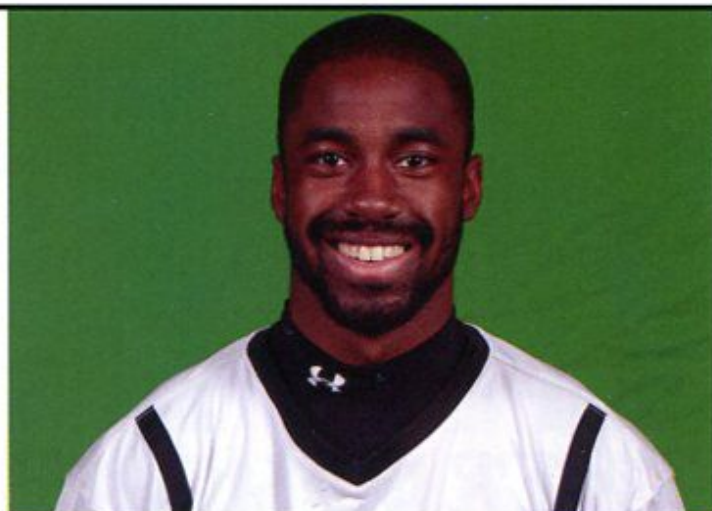
LAST CLUB:

UNC Wilmington (NCAA)

HOMETOWN:

Charlotte, North Carolina

COACHES CORNER: Words from Coach Jesse Myers-
Brandon has great instincts and excellent athleticism. He will spend the season learning from Scott and watching Kristian. Brandon already makes save most pro keepers cannot and I see him playing in the MLS in the next 5 years.



BRANDON MILLER

ABOUT THIS RHINO:

| POS | HT | WT | AGE |
|-----|-----|-----|-----|
| GK | 6-5 | 225 | 30 |

#24

LAST CLUB:

Karlsruhe SC (Bundesliga2)

HOMETOWN:

Jena, East Germany

COACHES CORNER: Words from Coach Jesse Myers-
Kristian brings experience from one of the best soccer nations in the world making him an important part of this club.



KRISTIAN NICHT



J.C. BANKS

ABOUT THIS RHINO:

| POS | HT | WT | AGE |
|-----|-----|-----|-----|
| M/F | 5-8 | 145 | 22 |

#29

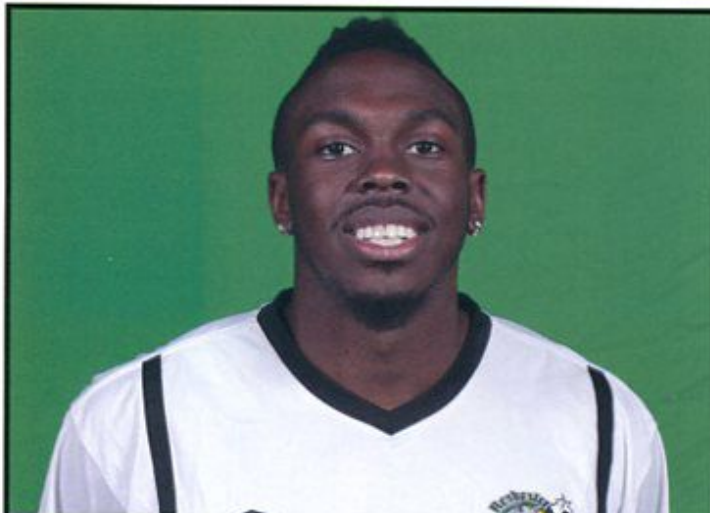
LAST CLUB:

Rochester Rhinos (USL Pro)

HOMETOWN:

Milwaukee, Wisconsin

COACHES CORNER: Words from Coach Jesse Myers-*J.C. had a tremendous rookie season. He is quick and elusive and continues daily to develop his total game. Now it is time to show he is ready for another great season and possibly move to the next level.*



TYLER BELLAMY

ABOUT THIS RHINO:

| POS | HT | WT | AGE |
|-----|-----|-----|-----|
| D | 6-2 | 185 | 23 |

#2

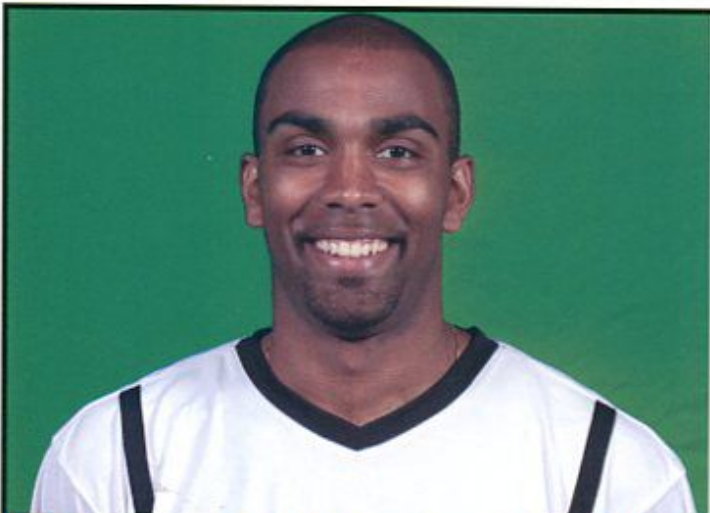
LAST CLUB:

Rochester Rhinos (USL Pro)

HOMETOWN:

Hammonton, New Jersey

COACHES CORNER: Words from Coach Jesse Myers-*Bells is a young, center back who has gotten a lot of experience the past two seasons. He has a great attitude and work ethic both on and off the field.*



GRACIANO BRITO

ABOUT THIS RHINO:

| POS | HT | WT | AGE |
|-----|-----|-----|-----|
| F | 6-2 | 175 | 26 |

#15

LAST CLUB:

FC New York (USL Pro)

HOMETOWN:

Sao Nicholau, Cape Verde

COACHES CORNER: Words from Coach Jesse Myers-*A big, strong, central striker who, if he can stay healthy, will create plenty of scoring opportunities.*

ABOUT THIS RHINO:

| POS | HT | WT | AGE |
|-----|-----|-----|-----|
| F | 6-0 | 170 | 24 |

#11

LAST CLUB:

Atlanta (NASL)

HOMETOWN:

La Jolla, California

COACHES CORNER: Words from Coach Jesse Myers-
Conor is an extremely athletic player who has bounced
around the MLS reserve leagues. His potential is limitless,
he just needs time to refine his game.

**CONOR CHINN****ABOUT THIS RHINO:**

| POS | HT | WT | AGE |
|-----|-----|-----|-----|
| M | 6-0 | 170 | 23 |

#3

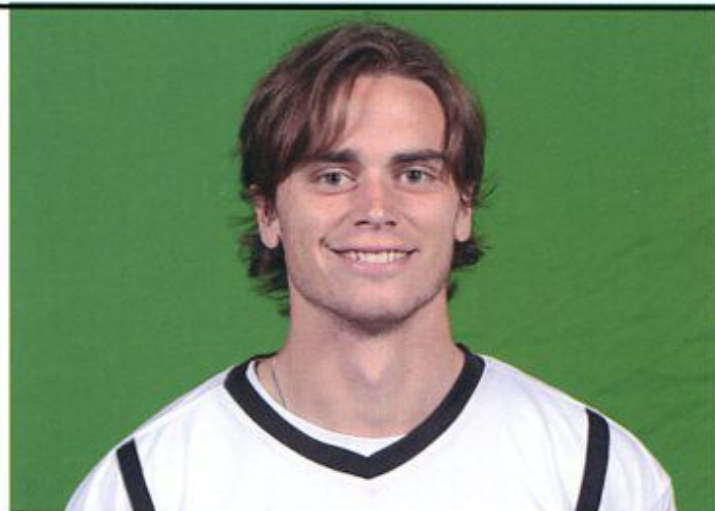
LAST CLUB:

Rochester Rhinos (USL Pro)

HOMETOWN:

West Chester, Pennsylvania

COACHES CORNER: Words from Coach Jesse Myers-
Drew is developing into a very good, central midfield player.
He has excellent vision and exceptional passing range.

**ANDREW COST****ABOUT THIS RHINO:**

| POS | HT | WT | AGE |
|-----|------|-----|-----|
| M | 5-10 | 150 | 23 |

#16

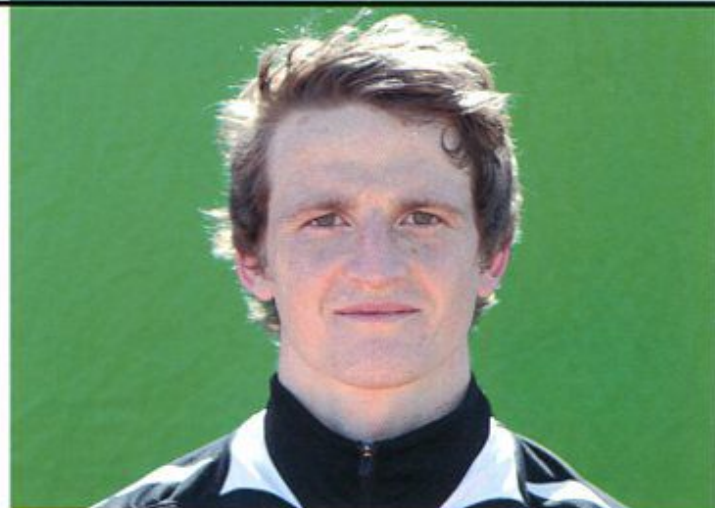
LAST CLUB:

Colorado Rapids (MLS)

HOMETOWN:

Dublin, Ireland

COACHES CORNER: Words from Coach Jesse Myers-
Been here, done it and is back! Danny is still a youngster
at 23 who plays far above his age. He is a worker matched
with a good soccer brain which will keep him in the line-up
consistently.

**DANNY EARLS**

PROUD SUPPORTERS OF THE ROCHESTER RHINOS!

Since 1983, Brite has provided **best-in-class computing infrastructure, data security and services** to local businesses, education, healthcare and government agencies throughout Upstate New York.



When thinking about your next hardware purchase, don't forget **BriteStar**. **BriteStar helps companies protect and manage their IT infrastructure** by outsourcing tactical maintenance, help desk, and break-fix duties while reducing costs.

BriteStar Includes:

- Unlimited Help Desk Support
- 24x7 Network Monitoring and Alerting
- Back-Up Verification, Anti-Virus Updates and much more

ABOUT THIS RHINO:

| POS | HT | WT | AGE |
|-----|-----|-----|-----|
| D | 5-9 | 161 | 23 |

#20

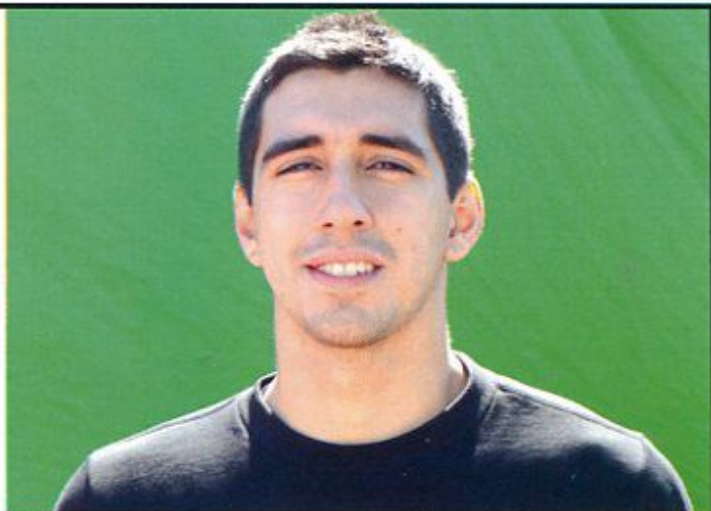
LAST CLUB:

Club Progreso (Uruguay Second)

HOMETOWN:

Buenos Aires, Argentina

COACHES CORNER: Words from Coach Jesse Myers-
Lucas is a tough, right back from Argentina. His talent showed when he played in Copa Libertadores, as a 23 year old, in front of 60 thousand fans. He will develop and see more time as he gets familiar with the style of the USL.

**LUCAS FERNANDEZ****ABOUT THIS RHINO:**

| POS | HT | WT | AGE |
|-----|-----|-----|-----|
| F | 6-4 | 208 | 25 |

#23

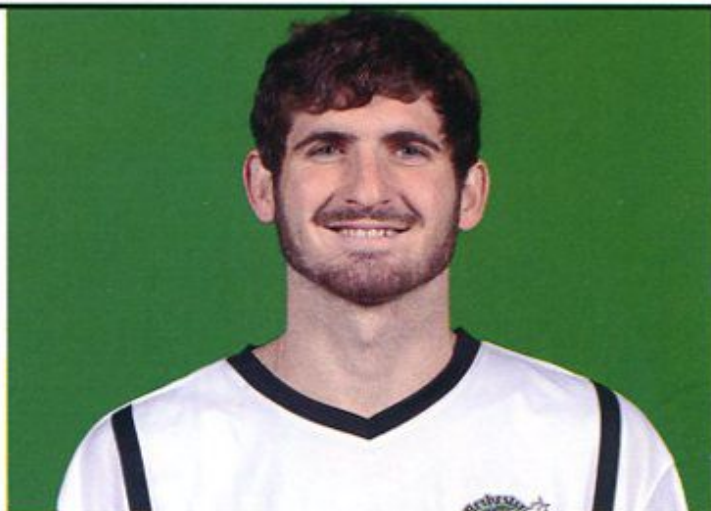
LAST CLUB:

Rochester Rhinos (USL Pro)

HOMETOWN:

Enid, Oklahoma

COACHES CORNER: Words from Coach Jesse Myers-
Andrew is a 6'4" striker/midfielder that has very soft feet. His vision is very good and he has the ability to pick players out from a distance. Hoxie has worked hard in the preseason to make his presence felt inside the 18.

**ANDREW HOXIE****ABOUT THIS RHINO:**

| POS | HT | WT | AGE |
|-----|-----|-----|-----|
| D | 5-8 | 150 | 25 |

#17

LAST CLUB:

FB Gulbere

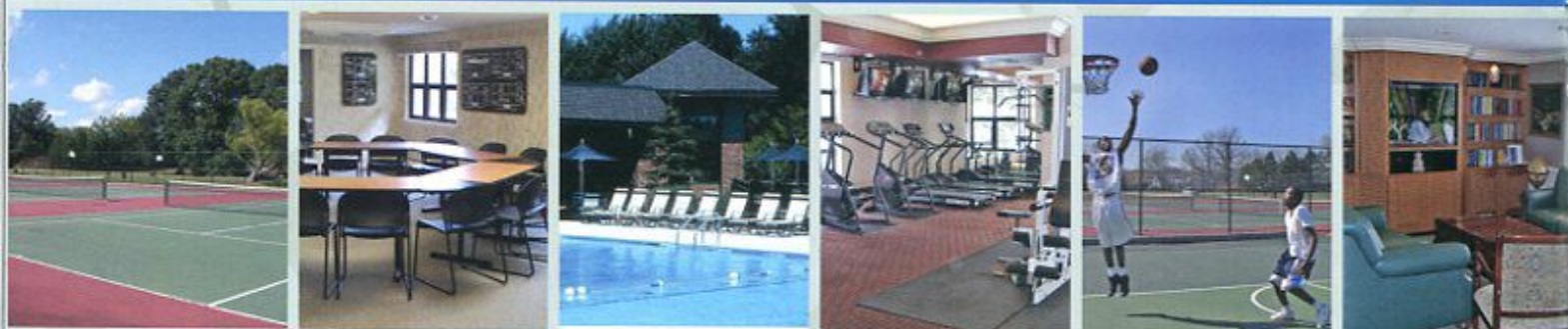
HOMETOWN:

Tokyo, Japan

COACHES CORNER: Words from Coach Jesse Myers-
I have been very impressed with Mac early on. He has very good feet and technical ability which make him an asset in a possession style attack. He may be small in size, but he is tough as nails.

**MASAKI HEMMI**

Discover the difference...



RUSTIC VILLAGE APARTMENTS

- Heat and Water Included
- All amenities free of charge
- Upscale Fitness Center
- Entertaining Center for parties and events
- Clubhouse access
- Resort-style pool area
- Concierge Center
- Wi-Fi available at pool and clubhouse
- Video/Reading Libraries
- Ice skating
- Wide open courtyards
- An abundance of green space for leisure

Please stop in anytime for a tour, we want to REWARD YOU for visiting our property!

**FREE GIFT CARD TO A LOCAL
RESTAURANT WITH EACH TOUR!***

(mention this ad to receive this offer)

(585) 424-4380

www.rusticvillageapartments.com

*New residents only



ABOUT THIS RHINO:

| POS | HT | WT | AGE |
|-----|-----|-----|-----|
| D | 6-1 | 185 | 24 |

#13

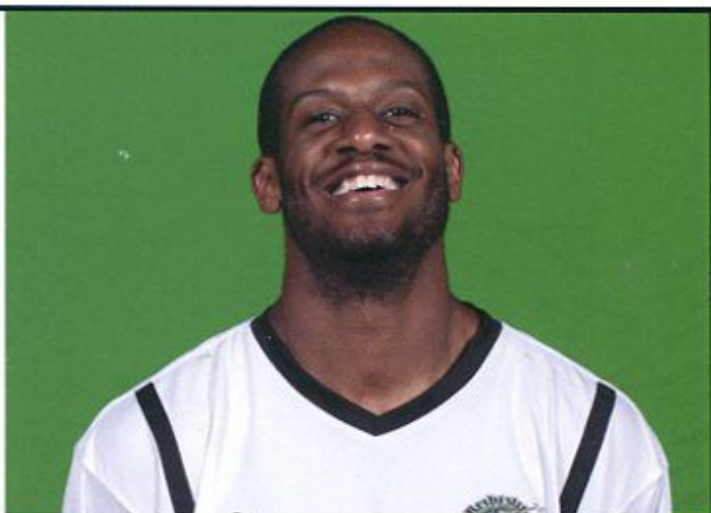
LAST CLUB:

Rochester Rhinos (USL Pro)

HOMETOWN:

Aurora, Illinois

COACHES CORNER: Words from Coach Jesse Myers-
You won't find many outside backs in any league with Q's athleticism. If he can be more consistent with his crosses, you will see him back in the MLS.

**QUAVAS KIRK****ABOUT THIS RHINO:**

| POS | HT | WT | AGE |
|-----|-----|-----|-----|
| F | 6-1 | 175 | 25 |

#18

LAST CLUB:

Rochester Rhinos (USL Pro)

HOMETOWN:

Brong-Ahafo, Ghana

COACHES CORNER: Words from Coach Jesse Myers-
Issac has explosive speed that can get in behind defenses. When healthy, he has shown that he can score goals.

**ISAAC KISSI****ABOUT THIS RHINO:**

| POS | HT | WT | AGE |
|-----|-----|-----|-----|
| D | 6-2 | 180 | 32 |

#6

LAST CLUB:

Iraklis Thessaloniki

HOMETOWN:

Thessaloniki, Greece

COACHES CORNER: Words from Coach Jesse Myers-
George is a big, central defender with experience in the Italian Serie B and Greek Super League. He has very good distribution from the central defense.

**GEORGE KYRIAZIS**



Over 115 and still on the ball.



CONOLLY PRINTING

Serving the Rochester Area for Over 115 Years!

72 Marway Circle • Rochester, NY 14624 • tel: (585) 426-4150 • fax: (585) 426-4198
info@conollyprinting.com • www.conollyprinting.com

BROCHURES, MAGAZINES, INVITATIONS, POCKET FOLDERS, DIRECT MAIL, NEWSLETTERS, AD SLICKS,
SELL SHEETS, EXTENSIVE DESIGN SERVICES, POSTERS, BANNERS, CATALOGS, MORE...

ABOUT THIS RHINO:

| POS | HT | WT | AGE |
|-----|-----|-----|-----|
| D | 6-0 | 165 | 23 |

#21

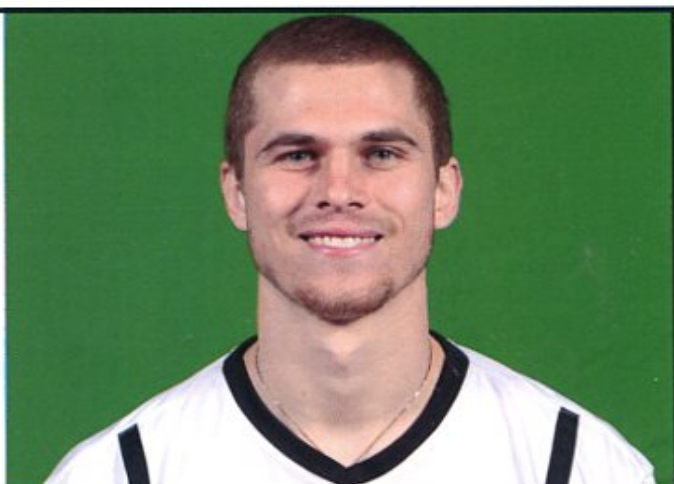
LAST CLUB:

Ottawa Lynx (USL PDL)

HOMETOWN:

Rochester, New York

COACHES CORNER: Words from Coach Jesse Myers-
*Kyle is a big, young, central defender, who is a battler.
 Kyle is a player who will be perfect for the back to back
 matches and small venues. Over time he will continue to
 improve and become a vital part as the season goes along.*

**KYLE MANSCUK****ABOUT THIS RHINO:**

| POS | HT | WT | AGE |
|-----|-----|-----|-----|
| F | 5-7 | 145 | 31 |

#10

LAST CLUB:

Ayr United (Scottish First Division)

HOMETOWN:

Glasgow, Scotland

COACHES CORNER: Words from Coach Jesse Myers-
*Experience, quality and competitive are three words that
 describe Tam. He is our vocal leader on and off the field
 and has made an immediate impact on the club.*

**THOMAS MCMANUS****ABOUT THIS RHINO:**

| POS | HT | WT | AGE |
|-----|-----|-----|-----|
| D | 6-0 | 175 | 28 |

#12

LAST CLUB:

Rochester Rhinos (USL Pro)

HOMETOWN:

San Jose, California

COACHES CORNER: Words from Coach Jesse Myers-
*Troy is our captain. He is a true leader by both example
 and experience. The guy is a pillar of consistency game in
 and game out.*

**TROY ROBERTS**



Most popular products in 2011...



Rock Wall



Eurobungy



Adventures In Climbing, LLC

We bring the fun to you!

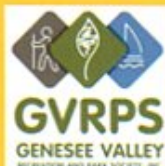


Outdoor Movies



Cannonball Blaster

A novelty entertainment company providing interactive inflatable's, adventure products and games.



Based in Rochester, NY, serving all of New York State
and the Mid-Atlantic Region.

AdventuresInClimbing.com

585-615-3211



Outdoor Movies by AIC

Your premier outdoor movie rental company.

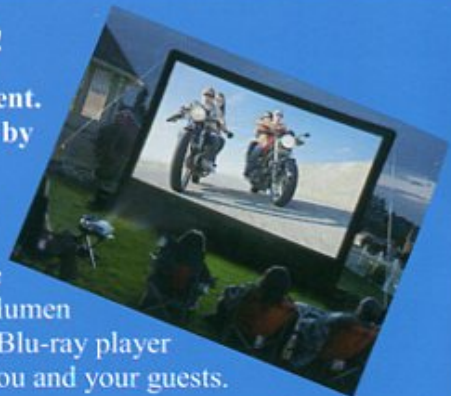
"We bring the outdoor movies to you!"

An outdoor movie party is the newest & hottest idea crossing the nation!

Have a Hollywood theme party or a movie theme party for your next event. It is extremely entertaining, and it's NOT just for kids. Outdoor Movies by AIC entertains everyone!

- **Movies in the park**
- **Sporting events**
- **Wii game night**
- **Block parties**

Our whopping 25' x 15' inflatable screen is large enough for up to 800 guests to enjoy. Our 4500 lumen digital projection, 4,000 watt sound system and Blu-ray player will provide a truly memorable experience for you and your guests.



AICmovies.com

585-615-3211

ABOUT THIS RHINO:

| POS | HT | WT | AGE |
|-----|-----|-----|-----|
| M | 6-1 | 170 | 25 |

#8

LAST CLUB:

Rochester Rhinos (USL Pro)

HOMETOWN:

Vancouver, British Columbia

COACHES CORNER: Words from Coach Jesse Myers-
Tyler is the engine of this team. His work rate is second to none - he will go 18 to 18 for 90 minutes.

**TYLER ROSENLUND****ABOUT THIS RHINO:**

| POS | HT | WT | AGE |
|-----|-----|-----|-----|
| M | 5-8 | 155 | 22 |

#27

LAST CLUB:

Rochester Rhinos (USL Pro)

HOMETOWN:

Niles, Michigan

COACHES CORNER: Words from Coach Jesse Myers-
He reminds me of a young Richie Williams...not the biggest player, but very competitive. He is very quick to the ball or to pressure attacking players with the ball.

**MICHAEL TANKE****ABOUT THIS RHINO:**

| POS | HT | WT | AGE |
|-----|-----|-----|-----|
| D | 5-9 | 150 | 25 |

#5

LAST CLUB:

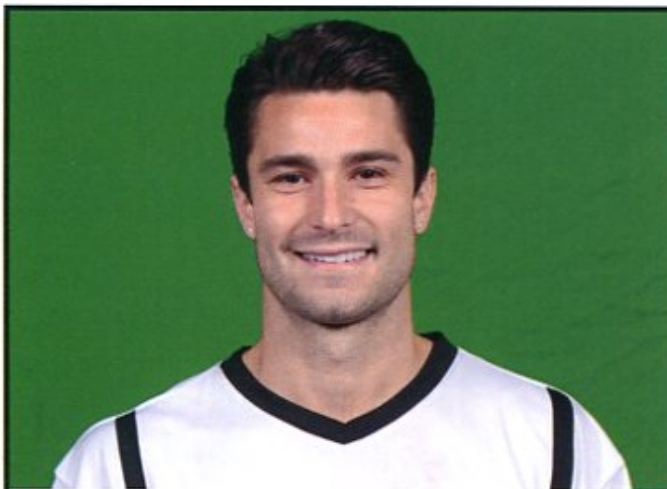
Orlando City (USL Pro)

HOMETOWN:

St. Charles, Missouri

COACHES CORNER: Words from Coach Jesse Myers-
Jack will be called on in many different roles this season. He is left footed, smart and extremely versatile.

**JACK TRAYNOR**



MICHAEL ZAHER

ABOUT THIS RHINO:

| POS | HT | WT | AGE |
|-----|------|-----|-----|
| D | 5-10 | 160 | 26 |

#4

LAST CLUB:

Charleston Battery (USL Pro)

HOMETOWN:

Phoenix, Arizona

COACHES CORNER: Words from Coach Jesse Myers-*Michael is the first player I signed from another USL club. He is an exceptional left back who will be a major part of our attack with his ability to get forward.*



GUSTAVO ZAMUDIO

ABOUT THIS RHINO:

| POS | HT | WT | AGE |
|-----|-----|-----|-----|
| M | 5-9 | 152 | 26 |

#7

LAST CLUB:

Universidad Catolica

HOMETOWN:

Vina del Mar, Chile

COACHES CORNER: Words from Coach Jesse Myers-*Gustavo is the best technical player on the team, and possibly the league. He will be dangerous on all set pieces.*

SPECIAL THANKS TO OUR MEDICAL TEAM & SUPPORT STAFF



Head Trainer:

Strength & Conditioning Coach:

Equipment Manager:

Primary Care Physician:

Health Source Chiropractor:

Dentist:

Sports Medicine (Orthopedic):

Sports Psychologist:

Yoga:

Empire Therapeutic Massage:

Dave DiPasquale

Adam Terry

John Berardicurti

Dr. Mark Mirabelli

Dr. Donald Dudley

Dr. Vincent Vella

Dr. John Goldblatt

Liz Kelley

Carly Weis

Barbara Boehly, Annie Flatley, Maria Furstoss

COACHING STAFF

HEAD COACH

Jesse is the fifth coach in franchise history. Myers replaced Bob Lilley after Lilley decided not to return to the club after the 2011 season.

Myers joined the Rhinos after spending the past fourteen seasons with the Richmond Kickers organization. Myers most recently served as Leigh Cowlishaw's assistant coach with the Kickers professional team and as the director of the Richmond Kickers Soccer Academy. During his tenure Myers has coached in over 450 USL matches.

He was part of the Richmond Kickers organization that won the 2006 USL-2 Championship.

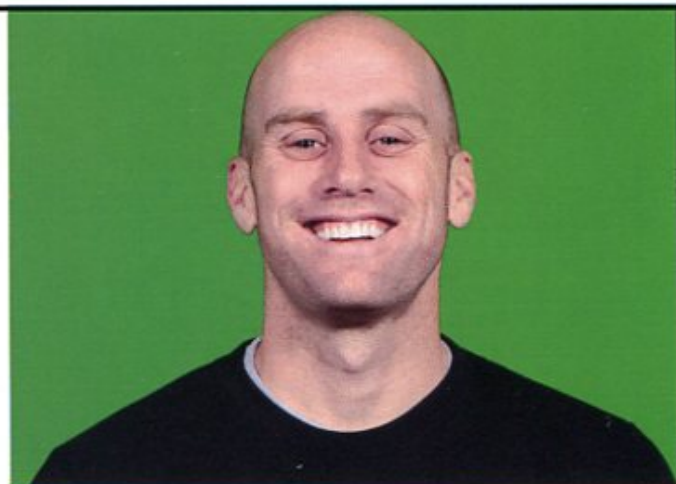


JESSE MYERS

ASSISTANT COACH

Entering his third year as Assistant Coach, Sedgewick's career in Rochester began as a player when he signed as a free agent on February 24, 1999. Prior to his playing days with the Rhinos, the Colorado native played for the Colorado Foxes (1996) and Montreal Impact (1997-1998).

Sedgewick first joined Rochester for the 1999 season. He played in 24 games as both a midfielder and defender, helping lead the club to the U.S. Open Cup title that year along with the league finals appearance in Minnesota. From there he went on to capture the 2000 and 2001 USL-1 Championships. His playing career ended in Rochester after the 2005 season. He returned to Rochester in 2010 as the Assistant Coach. He is very active and passionate for community service and leads up the clubs charitable work and donations.



BILL SEDGEWICK

GOALKEEPER COACH

Scott Vallow will be in his first season as the Rochester Rhinos goalkeeper coach in 2012. Last season Vallow was the goalkeeping coach with the Western New York Flash (WPS). This season he will be charged with training former Bundesliga goalkeeper Kristian Nicht and rookie talent Brandon Miller. Previously, Vallow was a goalkeeper with the Rhinos for nine years.

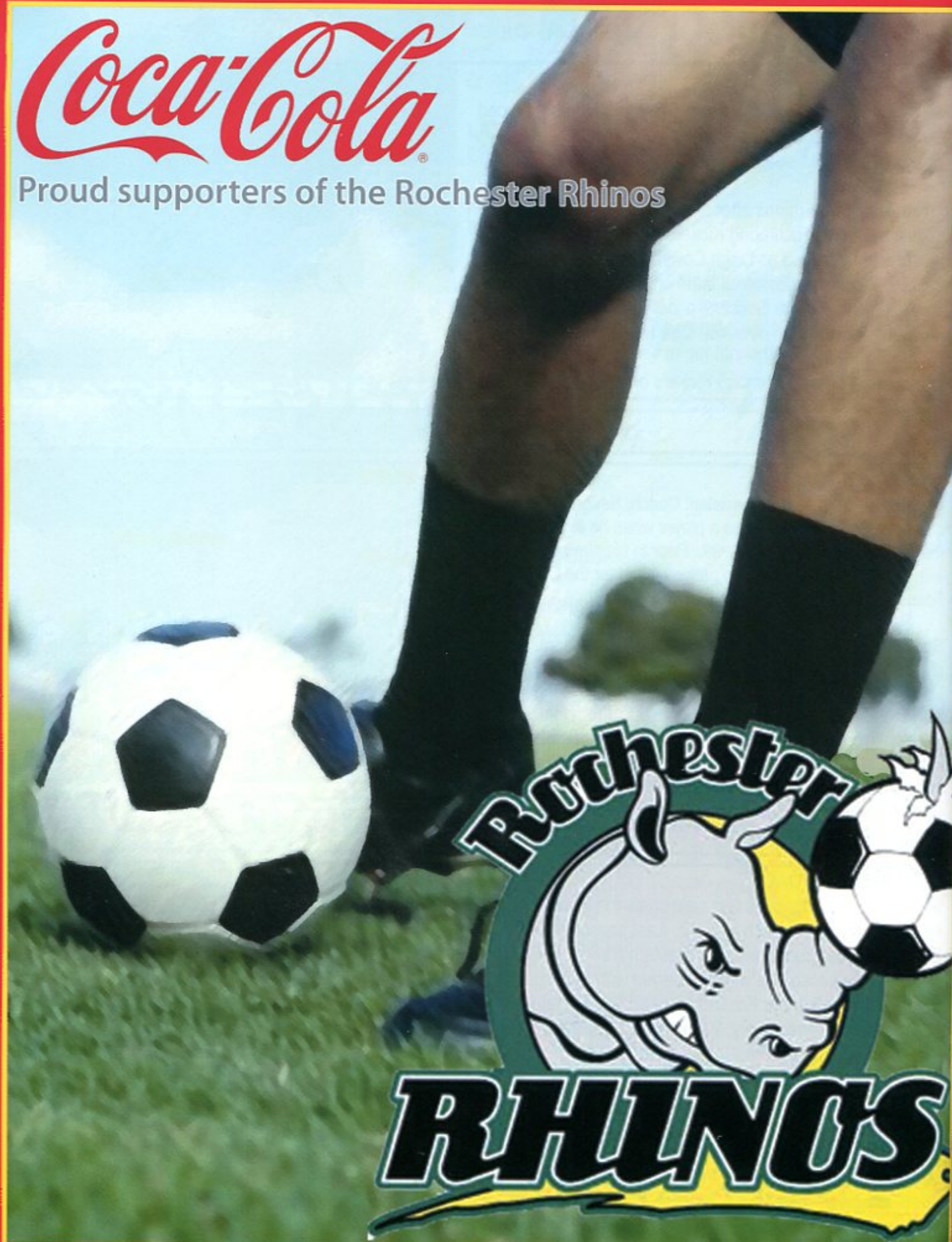
Vallow played with the Rhinos from 2000 to 2002 and then returned to the team from 2005 to 2010 after a two year stint in Major League Soccer with Colorado (MLS) from 2003 to 2004. Vallow retired from the Rhinos after the 2010 season as the club's all-time leader in goalkeeper wins, saves, and shutouts.



SCOTT VALLOW

Coca-Cola®

Proud supporters of the Rochester Rhinos





SHAYLA



ALYSSA



JESSICA



MARTINA



NICOLE



DANIELLE



SARAH



JILLIAN



MEREDITH



STEPHANIE



MICHELE



NIKKI



JAIME

ROCHESTER
RHINETTES



AMY



Go Rhinos!!!

Genesee Valley Parent is Rochester's #1 Family Magazine!

Our free award-winning monthly magazine and website provide parents with informative articles, calendar of events, giveaways, resources and more!

Find us at more than 400 locations throughout the Rochester area or online at www.GVParent.com



Genesee Valley & Rochester Area
Parent

www.GVParent.com • Supporting area families since 1994

BONESTEEL APARTMENTS

Spacious Studios, 1 & 2 BR Apts. in Gates



Located Across from a Park

Spacious Layout • All electric kitchens
Heat & hot water • Air conditioning units
24 Hour maintenance
Storage • Senior discount

1 BR starting at \$575 • 2 BR starting at \$675
No DSS

Call today (585) 426-8135

or stop by 1021 Spencerport Rd. between 9am-5pm

STENSON MANOR

1 & 2BR Apartment on Emerson Street



Centrally Located

Heat & hot water • Spacious Layout
All electric kitchens • On-site laundry • Senior discount

1 BR \$575 • 2 BR \$675
No DSS

Call today (585) 426-8135

or stop by 1021 Spencerport Rd. between 9am-5pm



RHINOS IN THE COMMUNITY



Off the field, the Rochester Rhinos continue to give back to the community through various programs and activities on an annual basis. Spearheaded by assistant coach Bill Sedgewick, the team is driven by the goal to touch lives and create opportunity to produce positive change within our community. Throughout the year, the Rhinos have given thousands of dollars to the local community by way of sponsorships of events, youth events, fundraising, donated tickets, and autographed merchandise. Community programs, partnerships and fund-raising activities include:

Ticket Programs-

Through charitable requests each season the Rhinos organization donates over 1,500 tickets annually. These tickets are given to non profit organizations who request donations throughout the season.

Player Appearances-

Throughout the 2011 season, the Rhinos team members combined for over 200 different personal appearances within the Rochester community, including youth soccer events, weekly appearances to inner city and local schools for reading programs and interactive school assemblies and career day events, and appearing at numerous local festivals and fundraisers.

Non-profit partnerships-

The Rhinos organization collaborate with a number of non-profit organizations throughout the year to develop and execute programs that will raise both awareness and funding for these organizations. Such programs include: G.O.A.L.S (Giving Opportunities to Athletes who Love Soccer)- This unique partnership with Heritage Christian Services began in 2010. This program allows the opportunity for children and adults with intellectual disabilities to play soccer with professional athletes, and become a part of the soccer community. Each session has closed to 100 participants.

Flower City Soccer- The Rhinos donate season tickets for all players in the Flower City Soccer League (close to 500 Rochester area youth.) The overall objective of the FCSL is to contribute to the personal growth of its participants through the enhancement of physical and life skills and improvement of academic performance. Character traits and a positive soccer environment are taught. Due to the economic demographic of kids living in the city (83% at or below the poverty line), participation is free.

Foodlink- The Rhinos have a long standing partnership with Foodlink. We provide tickets to the organization and donate the stadium for use during charitable events, and donate the stadium for their Summer Meals program. We also encourage fans to bring canned good items to games to donate to Foodlink and we provide a discounted ticket for participants.

Camp Good Days- The Rhinos players and coaches make an annual trip to the camp each year to spend the day with children suffering from cancer, as well and donates 150 tickets for children to come out to a game each season. The "Quarters for Cancer" was also developed, and takes place at each home game. This is a program where fans donate quarters as they enter the stadium and 100% of the donation are given to Camp Good Days.

Rochester City School District "School Day!"-

The Rhinos will host the second annual "School Day" at Sahlen's Stadium in May. School day brings 10,000 inner city students into the stadium to have an opportunity to watch practice, meet the team, etc. Each student is provided motivational tips from players/coaches on the importance of good health, staying in school, etc....as well as provided a bag full of healthy essentials such as toothbrushes, tooth paste, etc.

"All players contributed equally in their community efforts. As a young team, each player enjoys their role of taking an active role within this small and impressionable city." -Bill Sedgewick





KEEP
CALM
AND
PASS
IT
ON



UMBRO GEOMETRA

TAILORED *By* UMBRO



UMBRO IS THE PROUD SPONSOR OF UNITED SOCCER LEAGUES

HARRO EAST

ATHLETIC CLUB



cardio * yoga
running track
steam room * sauna
circuit & free weights
squash * racquetball
swimming pool * jacuzzi
group fitness * gymnasium

585.546.1000

400 Andrews Street
Rochester, NY 14604

harroeast.com



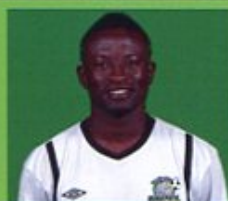
HARRO EAST

ATHLETIC CLUB

WHAT?

HIDDEN TALENT?

I can cook!



FAVORITE RESTAURANT IN ROCHESTER?

Chipotle (don't judge me)

DOG or CAT? *Dog*

-ISAAC KISSI

ANIMAL I RESEMBLE MOST?

Lion



HIDDEN TALENT?

I play the drums

COKE OR PEPSI? *Coke*

-LUCAS FERNANDEZ

I CAN'T BELIEVE I WATCH....

Jersey Shore



WHAT CELEBRITY DO YOU GET MISTAKEN FOR?

Justin Bieber

IPHONE OR DROID? *iPhone*

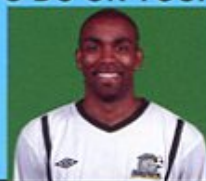
-MASAKI HEMMI

NICKNAME?

Zazan

FAVORITE THING TO DO ON YOUR DAY OFF?

Sleep



FACEBOOK OR TWITTER? *Facebook*

-GRACIANO BRITO

NUMBER ONE PREGAME SONG?

ANYTHING Country



WHAT CELEBRITY DO YOU GET MISTAKEN FOR?

Brad Pitt

DOG or CAT? *Dog*

-DREW COST

BEST PIECE OF ADVICE YOU HAVE RECEIVED?

Hard work pays off.



I CAN'T BELIEVE I WATCH...

Swamp People

COKE OR PEPSI? *Coke*

-JOSEPH MARINO

NUMBER ONE PREGAME SONG?

Eye of the Tiger

FAVORITE RESTAURANT IN ROCHESTER?

Rohrbach



IPHONE OR DROID? *Blackberry*

-KRISTIAN NICHT

REALLY?

WHO WOULD PLAY THE LEADING ROLE IN A MOVE ABOUT YOU?

Jim Carey



FAVORITE FOOD?

Fondue

DOG or CAT? *Both*

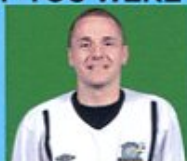
-DANNY EARLS

DO YOU KNOW ANY OTHER LANGUAGES?

I can't even speak English

IF YOU WERE INVISIBLE WHERE WOULD YOU GO?

Playboy Mansion!



COKE OR PEPSI? *Coke*

-THOMAS McMANUS

WHAT'S YOUR HIDDEN TALENT?

Yoga

I CAN'T BELIEVE I WATCH.....

American Idol with my brother



FAVORITE SUPER HERO? *Mighty Mouse*

-COACH BILL SEDGEWICK

HIDDEN TALENT?

Spelling B. Champion



WHAT CELEBRITY DO YOU GET MISTAKEN FOR?

Dan Akroyd

FACEBOOK OR TWITTER? *Facebook— best way to recruit players*

-COACH JESSE MYERS

MEET REX!

NAME: Rex T. Rhino

AGE: 17

FAVORITE SONG: Welcome to the Jungle

FACEBOOK OR TWITTER?

Facebook ("Rex Rhino")

DO YOU SPEAK OTHER LANGUAGES?

I don't talk...I dance.

FAVORITE TEAM: THE RHINOS!!!!





PLUSH CARPET INSTALLED
with 8lb pad only 1.69/sq ft

20% OFF
Carpet Remnants

Not valid on prior sales or with any other coupon or discount.

Christian
FLOORING

5' x 8' Area Rugs
ONLY \$29.00

Not valid on prior sales or with any other coupon or discount.

Christian
FLOORING

\$100 OFF
When you spend \$1000

Not valid on prior sales or with any other coupon or discount.

Christian
FLOORING

\$300 OFF
When you spend \$5000

Not valid on prior sales or with any other coupon or discount.

Christian
FLOORING

2710 West Henrietta Road
Rochester, NY 14623
Phone: (585)340-6230
www.christian-flooring.com



VISA



Christian
FLOORING

GRASS ROOTS INITIATIVES



School Day Pro Pass Program Rhinos Elite Soccer Program



The Rhinos organization began a grass roots youth move last year with school day, Rhino's Elite Soccer Club and Pro Pass. The school day event encompassed inviting area mid-grade school student to attend a game at Sahlen's Stadium with the intent of making it a fun day fill with learning about eating healthy, staying active and safety education. This year the school day event has grown tremendously, with 10,000 children planning to attend. Participating sponsors include Foodlink, Bimbo, Faber Homes, Sahlen Meat Packing Company, and Camp Good Days.



Although the Pro Pass program has been successful since the launch of it...the Rhinos organization took it to an entire new level this year, providing over 25,000 free Pro Pass cards to the area soccer youth. The Pro Pass card allows the kids to attend all Rhino's games at no charge with the opportunity to watch the highest level of professional soccer in our area. We believe our commitment to area youth will help grow and elevate our sport to the next level both by creating a whole new breed of Rhinos supporters and playing our part in the area's growth from a development stand point.

The Rhino's Elite Soccer program was born last year to create an environment for players to reach the pinnacle of their ability through a foundation of player development using our Rhino Professional as their mentors. The teams currently play in the Thruway league, and have participated in several area tournaments. Currently we one boys and one girls team competing in the Under 11 age brackets. Our purpose is to grow our brand slowing by adding two teams per year and teaming with other area clubs to find and develop the area's best talent. Spencerport Soccer Club partnered with us this past season and the relationship has proven to be a positive experience for all families involved. As the highest professional organization of outdoor soccer in our area we have taken steps this year to help in the development of youth soccer in our area and have partner with NYSW and RDYSL to help make this happen.



Come Train With The Pros At World Gym,

The official strength training facility
of your **ROCHESTER RAGING RHINOS**

Open 24 Hours

World Gym Offers:

Personal Training / Weight Management

Sport Specific Training

Group Exercise / Spinning Classes

Massage Therapy

Tanning

Chiropractors

Day Care

Nutrition Bar & Pro Shop



NEW* *The home of Monroe County CrossFit and Rochester MMA*



"EVERY VISIT IS A VICTORY"

1717 East Ave, Rochester NY 14610 (585) 271-0440 WWW.WORLDDGYMROCHESTER.COM



USE flickr share upcoming events
search STADIUM NEWS game times
socialize
You Tube
player news
communicate
chat
twitter
community CONNECT participate
facebook RHINOS tweet
online
click to know
TEAM INFO tickets
You Tube
become a fan

You're already a RHINOS fan...

Now stay *connected* all season long!

GREECE RIDGE FAMILY RESTAURANT & CATERING



In Business Since 1972

**3400 Ridge Road West
585-225-9440**

"REL COMM INC. IS A PROUD SPONSOR OF THE 2012 ROCHESTER RHINOS!"

Rel Comm Inc. is driven to exceed your expectations in system installation, system support and customer service. We would like the opportunity to show you how we can simplify your telecommunications needs with innovative, cutting-edge solutions that increase productivity and efficiency while lowering your overall costs.



Rel Comm Inc. is the industry leader in the Nortel-to-Mitel migration process, and your one-stop provider for...

- Voice Over IP Based Phone Solutions
- VMware Ready/Total Virtualization
- Audio/Web Conferencing
- Call Accounting Systems
- Voice / Data Cabling
- Call Center Applications
- Call Recording Applications
- 802.11 Wireless Implementations

Rel Comm Inc. has been serving the area for over 25 years, and has been recognized as a Top 20 Mitel authorized Business Channel Partner in the United States.



Rel Comm

"Voice & Data Communications"

(585) 546-8888
www.rcomm.com



Kick Back & Relax

at the Miller Brick "HOT SPOT"

near the main entrance at the Rhinos Stadium

**ENJOY A PATIO &
OUTDOOR FIREPLACE
OF YOUR VERY OWN!**

→ Visit Our Showroom ←

734 Ridgeway Avenue | 585-458-7745 | MillerBrick.com

Offer expires August 31, 2010 and may not be combined with other offers.

20%

DISCOUNT

When you bring in this Ad

Cambridge
Pre-packaged

**Pyzique
Fire Pit Kit**

*with steel liner & double
grate grill*

MB

**MILLER
BRICK CO.**

Rochester, NY

EMPIRE THERAPEUTIC



MASSAGE

and

Wellness Center

(585) 730-8730

700 Empire Blvd., Rochester, NY

ETMC@rochester.rr.com



DI PAOLO



BAKING CO. INC.

598 Plymouth Ave. North
Rochester, NY 14608

PH: 585.232.3510

FX: 585.423.5975

Hours: Mon.-Fri. 6 a.m.-5 p.m.
Saturday 6 a.m.-2 p.m.

www.dipaolobread.com

CAPTURE
THE BIG GAME.
IN HD.



James Kenneth Studios

wedding and special event videography | www.jameskennethstudios.com | 585.414.7597

Tommy Mulé

Bill Moran

"Christian" Dan Borrello

Take a BREAK
from the usual morning radio.

96⁵ WCME

Rochester's Classic Rock

THE BREAK ROOM

WEEKDAYS 6:00 - 10:00 AM



IKON IS COMMITTED
to a program of environmental stewardship,
both in the way we work and in the way
we help our customers work.



**LEAVE A GREEN
IMPRESSION™**

IKON helps our customers design document efficiency strategies that are both cost-effective and promote the use of sound environmental practices, including:

- Multi-function devices that copy, fax, print and scan within one unit
- Electronic document workflows to reduce hardcopy output
- Scan-to-mail technology for distribution and storage
- On-demand printing technology

Contact an IKON sales professional today to learn how you can save time and money while helping the environment.

585-249-1203 www.ikon.com

RICOH

Through our IKONiCertified Series equipment line, IKON remanufactures more than 10,000 office equipment devices each year, saving environmental resources and reducing waste disposal, while providing customers with high-quality, low-cost alternatives to newly manufactured equipment.

IKON Certified Series replacement laser toner cartridges are built to IKON's strict manufacturing specifications, and go through an ISO certified remanufacturing process. Each cartridge is tested according to rigid quality guidelines to help ensure optimal print performance.

IKON | CERTIFIED
SERIES™

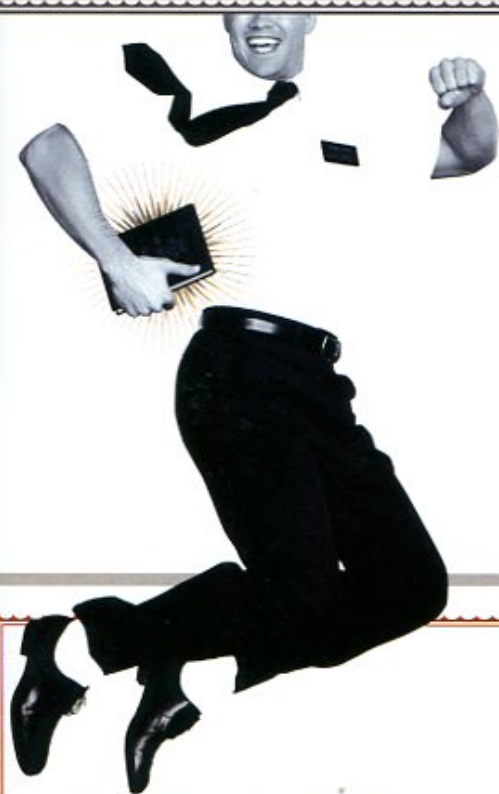
BIMBO

**Bread Packed
With Goodness
For Kids To Help
Them Perform
Their Best!**



BimboBread.com

© 2012 MLS. All Major League Soccer trademarks and copyrights used by permission. © Bimbo Bakeries USA, Inc. All rights reserved.



HELLO.
WE WOULD LIKE TO
SHARE WITH YOU
THE MOST
AMAZING SEASON.

THE BOOK OF **MORMON**

MARCH 5-10, 2013



OCTOBER 9-14, 2012



NOV. 27 - DEC. 2, 2012



FEBRUARY 5-10, 2013



MAY 7-12, 2013

THE 2012-2013  M&T Bank **BROADWAY SEASON**

SUBSCRIBE TODAY!

AUDITORIUM THEATRE BOX OFFICE
585-222-5000 • WWW.RBTL.ORG

PRESENTED BY THE ROCHESTER BROADWAY THEATRE LEAGUE AND ALBERT NOCCIOLINO



Soccer Is A Kick In The Grass

***North America's longest
running soccer radio show
now in its 19th season!***

Each week, host Joe "Red Card" Sirianni, co-hosts Andrew Battisti and Sam Mongiovi and international correspondent "Mr. Zero" Dick Howard give you the latest soccer news and commentary, from the Rochester Rhinos to MLS and the US National teams to the world's game and welcome both local and national guests to the show.

Mondays at 6:30 p.m. on



Streaming live and via podcast at
www.soccerisakickinthegrass.com

**Follow us on Twitter at twitter.com/radiosoccer
Like our Facebook page at facebook.com/radiosoccer**

It's security that helps around the house.

Time Warner Cable IntelligentHome

The home security and energy management system you control from anywhere. Access IntelligentHome anytime from your smartphone, laptop or in-home touchscreen.



As low as **\$33.99***
PER MONTH

Call **1.855.298.5157** today
twc.com/intelligenthome



LIGHTING

Lighting just the way you like it.

Personalize your lights to welcome you home or to go on and off when you're away. You can customize settings via the customer website or control them remotely with the mobile app.



THERMOSTAT

More than convenient. Energy-efficient.

Conserve energy when you're away and make sure the house is comfortable when you get home with advanced thermostat controls you can access from anywhere.



SECURITY

Around-the-clock security. Anytime access.

24/7 protection. A 5-Diamond Rated Emergency Response Center. And remote access to your lighting and thermostats, so you're always in control.

*\$33.99 per month price point available to new customers who add IntelligentHome to Road Runner Broadband with Standard speeds or above. Residential use only. Time Warner Cable IntelligentHome may not be available in all areas. Not all features are available in all areas. Extra equipment may be required. 18 month contract required. If qualifying services are terminated prior to the end of the 18-month commitment period, a prorated early termination fee will apply. Additional charges may apply. Taxes and fees will apply. Some restrictions may apply. ©2012 Time Warner Cable Inc. All rights reserved. Time Warner Cable and the eye logo are trademarks of Time Warner Inc., used under license. Licensed by New York State Department of State-NYS Unique ID #120003032165. TWC Security Inc. d/b/a Time Warner Cable. NCASLB License #583-CSA. TWC Security Inc. d/b/a Time Warner Cable. License ACOR7062.





USL LIVE.com

ON **UNATION**



CATCH

ALL THE

ACTION

LIVE

WWW.USLLIVE.COM

Unity Health System

TSE

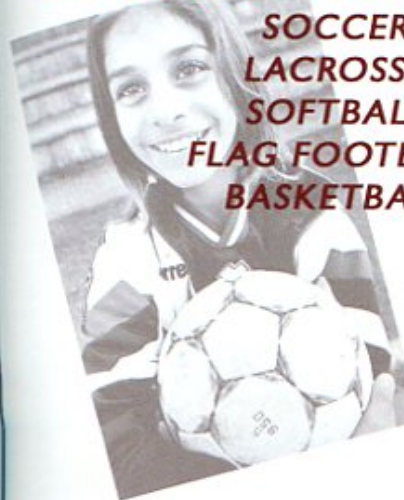
TOTAL SPORTS EXPERIENCE

WESTERN NEW YORK'S FINEST SPORTS & RECREATION FACILITY



LEAGUES & TOURNAMENTS

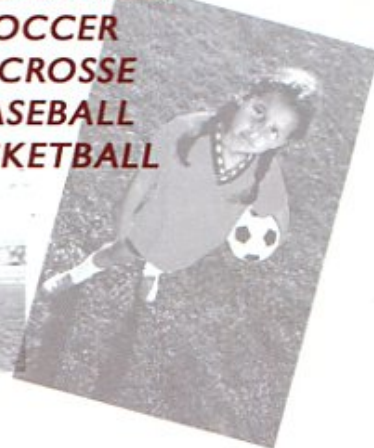
SOCCER
LACROSSE
SOFTBALL
FLAG FOOTBALL
BASKETBALL



INSTRUCTIONAL PROGRAMS

BOYS AND GIRLS STARTING AT AGE 2
OFFERED YEAR ROUND

SOCCER
LACROSSE
BASEBALL
BASKETBALL



TSE
FITNESS

Full Service Health Club
(located inside TSE)



880 ELMGROVE RD. 458-GAME(4263)

WWW.TOTALSPORTS-EXPERIENCE.COM

WHO

I CAN'T BELIEVE I WATCH....

*Movies with Tanke—
he talks too much.*



WHAT CELEBRITY DO YOU GET MISTAKEN FOR?

Chris Brown

DOG or CAT? *Dog*

-J.C. BANKS

FAVORITE RESTAURANT IN ROCHESTER?

Salenas



FIRST JOB?

Paper Boy

COKE OR PEPSI? *Coke*

-TYLER ROSELUND

WEIRDEST AUTOGRAPH REQUEST?

A kid's forehead



TELL US SOMETHING NO ONE KNOWS...

My brother played here last year.

IPHONE OR DROID? *iPhone*

-JACK TRAYNOR

FAVORITE SUPER HERO?

Black Power Ranger



TELL US SOMETHING NO ONE KNOWS...

I can't swim

FACEBOOK OR TWITTER? *Twitter*

-BRANDON MILLER

DO YOU SPEAK OTHER LANGUAGES?

Yes— Greek and Italian



FAVORITE MOVIE?

Men of Honor

DOG or CAT? *Dog*

-GEORGIOS KYRIAZIS

TWO WORDS MY TEAMMATES USE TO DESCRIBE ME?

Quiet and Dedicated



I'M DYING TO...

Travel the world

COKE OR PEPSI? *Coke*

-KYLE MANSCUK

FIRST JOB?

Cart boy at the supermarket



IF YOU WON THE LOTTERY, WHAT WOULD YOU DO?

Buy a zoo!

IPHONE OR DROID? *iPhone*

-TYLER BELLAMY

IKNEW?

WHAT WOULD YOUR ROOMMATE SAY ABOUT YOU?

Best. Cook. Ever.

FAVORITE NON-SOCCER SPORTS TEAM?

Golden State Warriors

FACEBOOK OR TWITTER? *Twitter*



-TROY ROBERTS

ANIMAL YOU RESEMBLE?

A Ferret

IF YOU WON THE LOTTERY, WHAT'S THE 1ST THING YOU'D DO?

Get shin extensions (I'm a small man)



COKE OR PEPSI? *Pepsi*

-MICHAEL TANKE

WHO WOULD PLAY THE LEAD IN A MOVIE ABOUT YOU?

Robert Downey Jr.

I CAN'T BELIEVE I WATCH.....

16 and Pregnant

IPHONE OR DROID? *Droid*



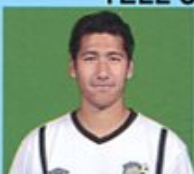
-QUAVAS KIRK

WEIRDEST AUTOGRAPH REQUEST?

The palm of a grown man's hand

TELL US SOMETHING THAT NO ONE KNOWS....

I really dislike ants



FACEBOOK OR TWITTER? *Instagram*

-CONNOR CHIN

NICKNAME?

Hollywood

TWO WORDS MY TEAMMATES USE TO DESCRIBE ME?

Best Hair



DOG or CAT? *Wolf*

-MICHAEL ZAHER

FIRST JOB?

Coldstone Creamery

WORST JOB?

Coldstone Creamery



WHERE WOULD YOU BE IF YOU WEREN'T PLAYING SOCCER?

Still working at Coldstone Creamery

-ANDREW HOXIE

FAVORITE MOVIE:

Batman

WHAT DO YOU MISS MOST ABOUT HOME?

My family



IPHONE OR DROID? *iPhone*

-GUSTAVO ZAMUDIO

Anything
With Wheels

5200 West Ridge Rd
Spencerport, NY 14559

585-738-9111

"You'll drive a
great bargain!"



Our vehicles come standard with a
6 month, 7'500 mile
extended warranty*

www.AnythingWithWheels.com

CUSTOM EMBROIDERY



ABSOLUTE
EMBROIDERY

LET'S GO RHINOS

PROUD SUPPORTER OF ROCHESTER RHINETTES

KEVIN ALLISON

**585-507-1811 • aspdesigns4u@yahoo.com
Contract Embroidery & Printing**



Big Dog **103.5** FM
Country

**YOUR
KIND OF
COUNTRY**

Listen to Big Dog Country Online
at bigdog1035.com

**THE BEST OF THE
NEW AND GOLD**

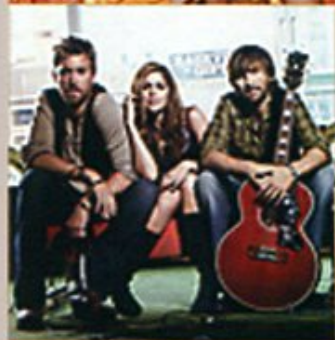
"All Your Favorite Country Plus Personality"

- Morgan in the Morning (Mon-Fri 6am-10am)
- Stone Hill on Your Drive Home (Mon-Fri 3pm-7pm)
- Lia Request/Dedication Show (Mon-Fri 7pm-Mid)

NASCAR®

Plus **NASCAR Today** (Mon-Fri 5:50pm)

**For Advertising That Gets Results
Call 585-482-9667**



Grand
Opening

Hibachi Sushi & Supreme Buffet

(South Town Plaza #36)

3333 West Henrietta Road, Rochester, NY 14623

Tel.: 585-272-9988 Fax: 585-272-9088

Open Hours:

Sun. - Thurs.: 11:00 am - 10:00 pm | Fri. & Sat.: 11:00 am - 11:00 pm

Gift Certificates Available

All You Can Eat!

Free Ice Cream | Free Refills

LUNCH BUFFET

Mon.-Fri. 11:00 am-3:30 pm \$7.50

Saturday 11:00 am-3:30 pm \$7.99

Children 3-5 y/o \$3.50

Children 6-10 y/o \$5.50

DINNER BUFFET

Mon.-Thurs. 3:30 pm-10:00 pm \$10.99

Fri. & Sat. 3:30 pm-11:00 pm \$11.99

Children 3-5 y/o \$4.99

Children 6-10 y/o \$6.99

SUNDAY ALL DAY BUFFET

11:00 am-10:00 pm \$10.99

Children 3-5 y/o \$4.99

Children 6-10 y/o \$6.99

(FOR EAT IN BUFFET ONLY)

CARRY OUT BUFFET

Lunch: \$3.99/LB | Dinner: \$4.99/LB

Sushi & Seafood \$6.99/LB

Crab Legs \$7.99/LB

Choose at least 3 items from the buffet

Gift Cards Available

We Accept All Kinds of Parties
RIT/UR/MCC Students &
Senior Citizens

Get 10% OFF

(ID Required)

We Do Catering

for All Occasions!



VISA

MasterCard

Discover





ANGELO LIGHTING & POWER

(585) 626-6997

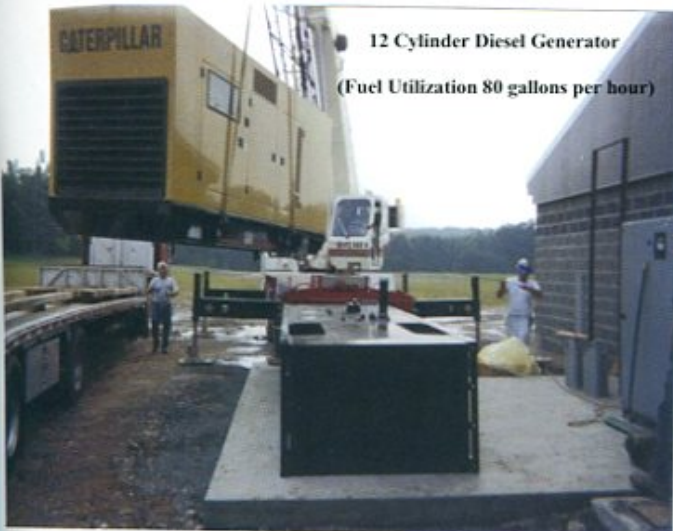
"A POSITIVE CONNECTION"

SERVING OUR COMMUNITY SINCE 1986

Services:

Communication

Electrical Construction



12 Cylinder Diesel Generator
(Fuel Utilization 80 gallons per hour)



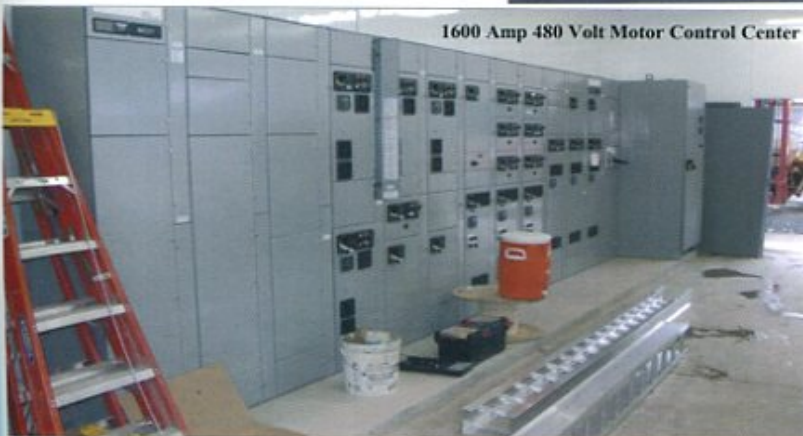
Ammonia Cooling Tower

Markets:

**Commercial
Educational
Entertainment
Government/Public
Healthcare
Manufacturing/Industrial
Power
Technology**

RG&E Sub-Station 154

Victor, N.Y.



1600 Amp 480 Volt Motor Control Center

Goals & Values:

**Customer Service
Dependability
Integrity
Quality
Safety First**

We pledge to provide our best; efficient, lasting electrical systems.

www.angelolightingandpower.com

ROCHESTER RATTLERS



CALL 585.454.5425 TO PURCHASE YOUR TICKETS TODAY!

2012 HOME SCHEDULE

| | | |
|--------------------|-------------|--------|
| Friday, June 1 | Boston | 7:00PM |
| Saturday, June 23 | Hamilton | 7:00PM |
| Friday, July 6 | Long Island | 7:00PM |
| Saturday, July 14 | Chesapeake | 7:00PM |
| Friday, July 20 | Charlotte | 7:00PM |
| Saturday, July 28 | Ohio | 7:00PM |
| Saturday, August 4 | Denver | 7:00PM |

www.RochesterRattlers.com



ROCHESTER RATTLERS SEASON TICKET PACKAGES

We have 3 ticket packages to choose from to enjoy all of the Rattlers professional lacrosse actions! Don't miss any of the hard hitting, high scoring action in 2012!

7-Game Season Package:

Guarantees you the same seat for all seven home games! Reserve your seats early to get the best seats in the stadium and save the most money off the regular ticket price!

Rattler Lax Packs:

Receive 7 vouchers that can be used in any quantity for any regular season home game. Great package for fans that can't attend every home game and still save you money!

3 Game Ratts Pack:

Choose any 3 games in the 2012 season!

7-Game Season Package:

- Your reserved seat to all 7 Rattlers home games
- Save up to 34% per seat over box office pricing
- Exclusive \$3.00 beer offering at all home games
- One free Rochester Rhinos ticket voucher with each seat in your account

Rattler Lax Packs:

(Not available in sections 106-108)

- Seven ticket vouchers that can be redeemed in any quantity for any regular season game
- Save 9% per pack over box office pricing

3 Game Ratts Pack:

- Tickets for any 3 home games of your choice. (See next page for home game schedule)

2012 Ticket Packages & Pricing



| Location | Section | Window Price | Season Tickets | Lax Packs | Ratts Pack |
|------------|--------------------|--------------|----------------------------------|-----------|------------|
| Club | 106-108 | \$25 | \$115 | \$125 | \$55 |
| Premium | 104-105 109-110 | \$20 | \$115 | \$125 | \$55 |
| End | 101-103 111-122 | \$15 | Single Game & Group Tickets ONLY | | |
| Kids Price | N/A | N/A | \$75 | N/A | N/A |

JOEYS PLACE

AUTO REPAIR



FULL SERVICE REPAIR & TOWING

**936A PORTLAND AVE
ROCHESTER, NY 14625**

**585.319.4562
585.319.5329**



GOLD 4 CASH

**WE BUY & SELL GOLD, SILVER, DIAMONDS, COINS,
JEWELRY & ELECTRONICS**

**2779 W. HENRIETTA RD
ROCHESTER, NY 14623**

585-415-1514

WWW.GOLD4CASHROCHESTER.COM



Great Homes ★ Great Price

Building for the Working Families for more than 25 years.

WHY FIX IT?

Think Faber First!

Before you spend money on remodeling your current home, consider building a new one with Faber Homes. Get absolutely everything you want, without compromise, and enjoy a brand new home in as little as three months! You'll see a much better return on your investment, complete with a 10 year warren-



Superior Walls



Innovative Technology



Design Customization

Berkshire Park

Henrietta, NY ~ 359-4800

Homes from \$139,900

Nestled in Henrietta, Berkshire Park is a single family community offering both smaller lots for those who prefer little lawn maintenance, as well as larger size lots that back up to parklands for those wanting more privacy and space.

Regency Park

Greece, NY ~ 247-4800

Homes from \$124,900

Regency Park is located just off of Janes Road, near Island Cottage. Just minutes from the expressway, Faber Homes newest community has the finest newly built homes at the most affordable prices.

www.faberhomes.com

the stadium is wildly successful.





Believing in youth and families for 175 years.

Hillside Family of Agencies has been providing services in the greater Rochester area since 1837. More than 7,500 local families turned to us for help in 2011. As we celebrate this milestone, we thank you for your support. You have helped us to strengthen families, inspire youth to succeed, and to make a difference every day.

Learn more about local services and events at hillside.com.



Hillside

Family of Agencies

hillside.com



UNDEFEATED TASTE



FILL-UP WITH EXCITEMENT AT SAHLEN'S STADIUM.



Premium Quality Deli Meats

sahlen.com